

UNIVERSITIES AT WAR

The smaller schools
fight back P.40

**HONOUR
KILLINGS**
Why it could
get worse
P.24



*In defence
of grunting
in tennis*
P.45

**Barbara
Amiel**
on cheap
fashion
P.14

MACLEAN'S

www.macleans.ca

AUG.
17th
2009

**SILVIO
BERLUSCONI**

THE MOST INTERESTING MAN IN THE WORLD

Italy's prime minister
has wealth, power,
women and no end
of scandals P.26

\$5.95 PM 40070230 R 08973





Incredibly reduced from \$63.300! easli.co



Technology
47 | SOUNDS-GLOVE-UP



'Cindor Reeves is not only a great hero, but a humble man seeking home and safety'

THE SLICKEST CITIES

CONGRATULATIONS TO the people, mayor and council of Burnaby for its first place ranking in Canada's best-run city in Maclean's first anniversary of municipal government in "Our best (and worst) cities" (National, July 27). Burnaby is also the only place in Canada where all of its elected representatives (from school board and city council) to members of the B.C. Legislature and Parliament of Canada are New Democrats. That's no coincidence.

Jack Layton, Leader, New Democratic Party of Canada, Ottawa

I AM IMPRESSED that Ottawa fared so well in your rankings. Our mayor has stepped aside while his influence peddled and continues. Our city council continues to waste precious resources during such ridiculous things as hand washing stations on buses. The debate about the public transit system sounds like a broken record. Unfortunately, as pointed out in your article, the poor turns out on election day will help ensure that the incumbents will continue to rule our city. **Mark Tronzo, Ottawa**

YOUR ARTICLE failed to mention Canada's most largest municipality, Mississauga. Often scorned and ignored due to its proximity to Toronto, Mississauga is rapidly being run into a Greater Toronto Area pothole. Mississauga, unlike Toronto, has run a budget surplus for a number of years, and has arguably the best mayor in Canada, Hazel McCallion, who has served the city for over 16 years. Mississauga boasts a number of public parks, green spaces, recreation and athletic centres, theatres, business headquarters and a university, contributing to the high standard of living through out the city. Furthermore, Mississauga public works have done amazingly well in coping with some of the largest increases in population growth in our country. Mississauga is a city as new, which made me question why you reported decreased services such as Burnsville, Surrey and Langley over Mississauga. **Paul Novak, Markham, Ont.**

WHILE ACKNOWLEDGING the fiscal challenges affecting many cities, your survey of municipal governments overlooked the biggest problem: Canada's broken municipal funding system. Municipal governments

never get paid a cent of every tax dollar collected. With that, they must start a growing list of responsibilities: rising police costs, increasing salaries, social housing and child care. No serious consideration of municipal performance is complete without considering the consequences of funding. Last century cities with a 19th-century tax system. The suggestion that municipal governments are less accountable and transparent than other orders of government ignores the fact that they make decisions in full view of the people they serve in local, public meetings. When the Federation of Canadian Municipal

National, July 27). But when one lives 16 minutes from one's workplace and is able to be on the subway in less than half an hour, who really lives in city parks? The cost of real estate and cars of living are much lower, so one can afford higher municipal taxes. A healthy, peaceful life is worth it. Industries and businesses often bring problems. Tourists bring dollars and happily leave. Some corporations and agencies have got used enough to move to smaller, classier, safer places, where their employees can enjoy a higher quality of life. Your overly-entitled survey takers haven't got a clue what it's all about. Perhaps they shouldn't. **Charlotte is not for them**
Mary Magik, Albany, N.B.

THE 40 VACANT buildings in downtown Charlottetown reflect not only a lack of ideas grants to nurture new business, but also a problem Charlottetown shares with many midwestern cities: money suburban sprawl on the periphery. This causes economic stagnation inside the core, causing an exodus and social vacuum which can't be filled by retail shops or other second-tier marginal sectors of the economy, including arts and crafts or city clubs, although all have their place in a vibrant, street downtown core. Any locally developed good character to cities and makes it easier for municipal government to promote the city and attract new unusual investment.

Michael Carley, London, O.K.

MACLEAN'S LISTS Canada's best politically engaged cities as being Calgary, Burnaby, Richmond, and Victoria—and also why the four cities with the worst voter turnout are "all in the shadow of the Rockies." While that may be true for Calgary, the last time I checked the Rockies were more than 500 km from Vancouver and its suburbs, and nearly 600 km from Victoria. By this measure, I guess Montreal also considers Moses Jav to be in the shadow of the Rockies.

Steven Harvey, Victoria

IF THE EDITORS of Maclean's think Vancouver great, why Vancouver voters? From the editors, July 27, why don't they move their offices there? Yeah, it doesn't so. Vancouver may be pretty, but Toronto is also. **Ronan McDonough, Toronto**



they misused Canadians about government efficiency, effectiveness and openness, they consistently ranked municipal governments first over other orders of government.

Paul Stewart, President, Federation of Canadian Municipalities, Vancouver, B.C.

SO CHARLOTTETOWN comes in "dead last" in the first-ever annual Maclean's Best Cities survey? ("And now the bad news,"

LOW BLOW FOR TOLE

YOU MIGHT GO WITH TWO ARTICLES TOLE's municipal workers' strike ("Demanding times," National, July 20, "Reveals strike," National, July 27) and the city's fortunes without portraying an accurate picture of the city's actual problems, and with what appear to be personal attacks on Mayor David Miller. A quick glance at the city's books shows that 12 per cent of all revenues go to down-loaded or "cost shared" programs, courtesy of the provincial cost downloading in the 1990s, and another 10 per cent to emergency services and transit services at 45 per cent of the total budget. To make up for shortfalls, we've had 10 years of cutbacks to parks, community centres and playgrounds. Meanwhile, Toronto still manages to pop up as one of the best places to live on global indices of these things. It's hypocritical and ultimately self-defeating to attack the mayor, when by all accounts only doing what you appear to think he should be doing: trying to hold down costs in tough times. How very provincial of you to take a shot at a guy for doing what you would otherwise want him to do, because he's "let himself" go. **Susan Archer, Toronto**

MAIN ATTRACTION

AS A MONTREALER and smugged media assistant, Jacob Blicher should know better ("What's going on at Schwartz's?" June, July 27). The best place for authentic smoked meat is not at Schwartz's, but across the street at The Man. Very few tourists, and dare I say Montrealers, even know about it or care to investigate. But that's why we like to honour every member of my medium-size sandwich as the king of delicious meats. So called entrepreneurs and media-buffs rich their way toward Schwartz's success. Watching that line-up in front of the city is even more entertaining, if not completely unbelievable. **Jean Sennar, Montreal**

A REAL HERO

MICHAEL PETTIGR's excellent article concerning Cindor Reeves ("The man who brought down a tycoon," World, July 27) shows that this man is not only a great hero for his role in bringing down the Liberal dictator Charles Taylor, but an apparently humble man who is seeking a home and safety for his family. Many senior Canadians, who have served decades and brutal regimes in their home countries, have come here and become citizens who have made Canada such a great country. Surely there is a university somewhere in Canada that could use Reeves's expertise as a speaker at their African studies

department. If there is already a law that will offer a lawyer assigned to immigration and international affairs to act on behalf of Cindor Reeves and ensure his story is fully heard, Reeves would be the best interest of Liberia, Sierra Leone, the United States, Britain, and the UN. It's time for our immigration officials to find someone to take the last names of Cindor Reeves and his family. **Denise Samuels, Kamloops, B.C.**



"WATCH ME" Schwartz and a meat smoke line up for Schwartz's smoked meat in Abbotsford.

THIS ARTICLE made me inclined to be a Canadian and part of a system that has judged someone as guilty without proof. There is plenty in the article to point to Cindor Reeves's innocence as co-operated with the United Nations Special Court, which Canada has helped fund, he has helped fund M-16 without any request for remuneration. The Special Court did not identify any reason to find him guilty, but apparently Citizenship and Immigration is willing to think he is. He has received no support from the Special Court nor from Britain despite his efforts to bring Charles Taylor to justice. Theoretically, Taylor lost his citizenship to the effect of "These whole people will use you and dump you." It appears that Reeves does not bear any ill feelings for the way he is being treated, which makes him a more generous person than it would be in the same circumstances.

Mary Barrett, Peace River, Sask.

I AM AT A LOSS for words on how the Canadian government can run a blind eye to Cindor Reeves and his past mistakes. In order to ensure the safety of potentially thousands of people, he has placed his own safety at risk. In fact, he and his family escaped death more than once for what was a purely humanitarian cause. This is not a case where someone is providing

everyone with the same bad opinion. I've looked at the moon and mission of citizenship and immigration Canada, it is not good cause to grant Cindor Reeves appropriate status in Canada? **Paul Henderson, Belleville, Ont.**

EQUINE EATING

FAMELICATION's article about horsemeat ("Horsemeat" is like eating your dog," Time, July 9) did touch on the issues surrounding the controversial industry of horse slaughter, but there are compelling reasons to argue that horsemeat consumption should be an unacceptable practice in our country. Horsemeat is the slaughter of people who are usually seen as "rascals or cowboys," the bulk of the horses are seven years of age or younger and in good health. Statistics compiled by the Animal Welfare Institute show that over 92 per cent of the horses arriving at slaughter plants were dead or moribund, not even under. While it is true the U.S. shut down its slaughter facilities in 1997, it continues to consume animal welfare. The U.S. ships its horses not to Canada or elsewhere in Mexico. Recently, the European Union has called for a ban on horsemeat, citing concerns over safety. No reputable chef would dare consider serving horsemeat in Canada: the numerous drugs found in horsemeat from the meat brought to the powerhouses around

administered to someone whose—can prove deadly to a human companion. As horses are not considered a food chain animal, there are no guidelines in place that completely ensure horse slaughter in Canada is free from drug contamination and disease. Eco monitoring of all aspects of the horse slaughter issue, profit in the bottom line, not the only and fatty issues in the humane slaughter of the "carnivore"—surely a murderer of even those who are. The sacrifice of the horse's cross game, the troubled horse to which we owe so much through our ascent in a civilization, is merely an innocent pawn.

Bonnie Lockhart, Boboygram, Ont

FRANKENFLOWERS

ONE OF THE MOST significant lessons I have learned is a garden is that gardening is a process, not a product. When we create "Frankenflowers"—as described in your article "Ever blooming like you" (Bizarre, July 27)—we are not advancing the cause of nature, nor are we doing any favours for those who could benefit from understanding nature better. Plants are part of an ecosystem, not a facade. Weeding the earth is an education in the meaning of life, and botanical garden games in the service of civic contrived education is an abomination.

Kim Dooley Frommer, Port Hope, Ont

FANCY FREE

I WAS INTERESTED to read how so many companies on print media have boycotted themselves by giving away their content online ("To the Web's 'free' take over?" Sun news, July 27). What a foolish and short-sighted business model, sure to undermine the paid, print subscriber base. I hope to read more on this issue next time I check out the free content on www.utoronto.ca.

Gary McGaug, Fort Albany, B.C.

IN READING the article on the Internet's "free" ride, I found it hard to gloss any new idea or even detect a legitimate controversy. Services like Craigslist, Flickr and Google have proven that there is money to be made in giving one product away in order to sell another. Advertising and marketing people realize that people do Internet. Furthermore, the services simply would not exist at sufficient scale if they tried to charge our women directly for their usage.

Paul Prescott, Vancouver

NOT-SO-RARE DISEASE

THANK YOU for providing sensitive coverage in your obituary for Angela Holm (The End, July 27), and helping to build understanding of the challenges that families face living with a primary neurodegenerative disease. UofT



'BOTANICAL' perform games in the name of commercial interests is an abomination!

university, being born with a severe immune deficiency is more common than society thinks. Early diagnosis is one of the keys to treatment. Through education and awareness, you could possibly help assure another individual's life.

Richard Thompson, Executive Director, Canadian Immune Deficiency Society, Toronto

FIVE-TIME WINNERS

I ENJOYED the interview with quarterback William Moore (Interview, July 27), an athlete that I have always appreciated. However, I take issue with his statements referring to the five Cops who won with the Edmonton Eskimos. "I don't think you'll ever see a team win five straight championships at the pro level in any sport." Yet the Montreal Canadiens also did it back in the 1950s. It could be done twice in two different sports, it will be done again. Sorry, William, but I was disappointed when the Eskimos equalled my beloved Blues. Mine at once.

Jim Palmer, Chatham, B.C.

FAIRWEATHER FRIENDS

THANK YOU for publishing Barbara Amiel's bizarre column "Hanged to death" (Opinion, July 27) about the persecution of Michael Jackson. When I heard about Jackson's death I felt as if I had lost a friend. Amiel's article laid much of the frustration I feel over the media coverage of his life and death. Jackson took chances with his appearance, dance and lyrics, and made many successful people uncomfortable. He set trends and defied conventions about sexuality, gender, race, music genres and celebrity. People who succeed at making money and becoming popular for their art are rarely taken seriously.

Alan McPherson, Calgary

Today I applied Amiel for something where his friends were when he was alive. Maybe one day the world will recognize Jackson's bodily work in the same way we recall that of the musician, dancer or painter who changed what we expect of art.

Nahise Senik, Ottawa

I ENJOY READING Barbara Amiel's columns because I often delight in her amusing tendency to link everything from the recession to anti-Semitism back to the perils of shopping for fur in Palm Beach. However, this week I was disappointed by her article "Linking Michael Jackson's death to homophobia" by the tabloids and repeating the overwrought, hypocritical narrative of goodness from his "friends." I found myself in the shocking position of a grieving wife. I don't know whether this means I'm becoming more like Amiel or if she's becoming more like me, but the thought of either is certainly enough for me to hope that we can begin disagreeing again, starting with her next column.

Alan McPherson, Calgary

DNA DANGER

THE PROSPECT of low cost genetic testing, while advantageous to some, may pose a risk to us all ("The DNA discussion," Business,

July 27). Unless the intended use of DNA testing is legislatively controlled, insurance companies will deny coverage to individuals with potential, as well as real, pre-existing conditions. The federal government should introduce legislation to prohibit insurers from collecting DNA-related information. That's doubtful, however, because such legislation would be in the interests of the people who slaved there, and not the insurers that lobby them.

Jim Peirce, Aurora, Ont

CORRECTION

In the Aug. 3 article "Our universities can be smarter," a photo caption should have identified the university presidents in the following order: McGill's Heather Monroe Blane, University of British Columbia's Stephen Toope, Université de Montréal's Luc Vinet, University of Alberta's Sylvia Manakara, and the University of Toronto's David Naylor. Manakara regrets the error.

We welcome readers to submit letters to either letters@toronto.ca or to Maclean's, 1115 Ave. One Mount Pleasant Road, Toronto, Ont M6P 2T5. Please supply your name, address and daytime telephone number. Letters should be less than 300 words and may be edited for space, style and clarity.

When your joints don't hurt you can move freely.

To relieve the tough pain caused by inflamed joints, one is often enough. | advil.ca

Advil
WHERE THERE'S A WILL



A WEEK IN THE LIFE OF AMANDA RODRIGUES

The widow and one-time suspect in the death of Montreal boxing champ Arturo Gatti was released from a Brazilian prison after his hanging July 11 at a seaside resort was ruled a suicide. A second autopsy, conducted last week at the request of her family, revealed bruises caused in the first examination. The family has also questioned why Gatti changed his will three weeks before his death. The new will makes Rodrigues the sole beneficiary of his estate.

Good news

Bye-bye Karlheinz

But I now have to threaten Schreiber to kick around anywhere, *Quak quak*. The former ambassador and Airbus lobbyist was blasted once a jet back to Germany Monday to face charges of tax evasion and bribery, after an Ottawa court rejected the list of 10 years of incomes in black box tax evasion. He leaves behind

Sharing the wealth

prime minister Brian Mulroney
Schneider's evasive answers on

Bad news

B.C. is burning

After dry summer, lightning strikes and a suspected stolen airplane have contributed to a disastrous forest fire season in the province. Hundreds of new wildfires erupted over the B.C. Dryling weekend, forcing more than 5,000 people from their homes in West Kelowna, Langford, Sooke, Portage, Alsea Creek, Bella Coola and Brook River. Compounding the problem, Vancouver police have been forced to kick up clouds in B.C.'s

ETA & IRA won't RIP

Two Spanish-born immigrants in two days show the Basque terrorist movement ETA hasn't given up on bloody goals for a separate homeland. Sixty people were injured in a blast outside a police barracks in Burgos, and two politicians died in a car bombing on the island of Majorca. Violence has escalated since a ceasefire collapsed in 2007. There are also talks in the EU's 12-year-old peace pact in Northern Ireland. A second member of the Basque IRA, opposed to the ceasefire, was arrested last week for the murders of two off-duty British soldiers in March, the first such deaths in a quarter-century.

FACE OF THE WEEK



AKHARJAT PILTSE sets a world record in the 200-m breaststroke semi-final at the world championships. She won silver in the final.

Free at last

Two American journalists held in North Korea since March were freed Tuesday, apparently after a private visit by former U.S. president Bill Clinton. Laura Ling and Euna Kim, both had been sentenced to hard labor after allegedly criticizing the country illegally. Under Ling, Jong Il issued an order freeing the women as a sign of the state's "humanitarianism and peace-loving policy." It's not clear what role Clinton played in the release. Among those who have lobbied frantically on their behalf is Hillary Clinton, the U.S. secretary of state. The co-president's apparent advocacy may have been of a very different nature.

Picture this

A divided Supreme Court of Canada made the right call last week in ruling that a group of Alberta Protestants have no religious right to driver's licenses without photos. The province made photos mandatory in 2003 so facial recognition software could prevent fraud and identity theft. The Protestants believe photos are "graven images," prohibited

city-based neighborhoods are better prepared for kindergarten. "Both affluent and lower-income families benefit from rich oral language exposure," says sociologist Richard Carpiano. Though reasons aren't clear, child development scores dropped in neighborhoods where the rich outnumber the poor. This is another reason to applaud Vancouver's decision to allow "garden cottages"—means the use of garages. While cramped, these tiny houses give lower-income folks a chance to live in Canada's most expensive city, extending the whole community.

Stanley Park, after four fires in the sprawling ornamental park were deliberately set. News that the tinder dry park has been targeted by an arsonist has caused concern.

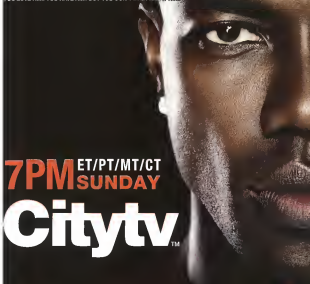
Foul play

Another of baseball's signature moments is tainted by the drug. The *New York Times* reported that Manny Ramirez and David Ortiz used positive for performance-enhancing drugs in 2003—a year before they helped the Boston Red Sox win the first World Series Championship in 86 years at Fenway Park. Ramirez was in the Hall of Famer Hank Aaron suit.

Too much info
Our federal politicians have taken to Twitter, and their microbursts of thought are often as dish-water dull as the MP James Chisholm. Liberal MP Ujjal Dosanjh was house hunting in Vancouver when hit with the notion that homes are becoming unaffordable. Conservative MP Cheryl Gallant went for an eight kilometre run to work off three Canada Day beer abdomens. Natural Resources Minister Lisa Raitt was at a water park when her little "read a book" Tweet, back to work, 5:50 p.m. M

THE T.O. SHOW

YOU LOVE HIM. YOU HATE HIM. BUT YOU DON'T EVEN KNOW HIM.



7PM ET/PT/MT/CT
SUNDAY

Citytv™



THURSDAY DECEMBER 3 8:30PM ROGERS CENTRE

BILL.SINTORONTO.COM





Pollster John Wright on Quebecers as lovers, Manitoba's dropping military support and our needless panic over the economy

A CONVERSATION WITH KATE FILLION

John Wright is a senior vice president of Ipsos Reid, the largest market research company in Canada, and co-author (with David Lindsay) of *We Know What You're Thinking*, a book published later this month, which reveals Canadians' views on topics as ranging from foreign investment to sleeping in the street.

Q How do you know you can trust the people you poll, especially if they're talking about things you're not sure about, say their incomes, when there's no incentive to tell the truth?

A It's a matter of consistency. For instance, one in 10 Canadians who are married say they would cheat on their partner. Over 30 years we've asked that same question and got the same results again and again, so I like to think people are telling the truth.

Q I guess there are some things people are actually more likely to admit to as anonymous as poll. For instance, you found that most among Canadians with post secondary degrees, 30 per cent agree that "Canada should let us now admit immigrants that find reasonable employment." Did that surprise you?

A The only people who seem to be surprised about anything nowadays are economists, and I think if economists are their only ally, if they could take all the times economists have said over the past year that they're surprised about the way the public has reacted on housing or spending or what ever, and stick all those quotes as top of each other, you'd get to the moon and back.

Pollster don't pretend to know on the future but to measure the current and provide context. I'm never surprised by anything. I've done work on—I'm not supposed to be, I'm supposed to be neutral—the question and finally. And the fact is that we don't live in a homogeneous society where everybody agrees on everything. You're often going to find about one quarter of the population has become very strong views against something, another quarter who are supporting something, and 50 per cent in the middle saying, "I depend." They move back and forth depending on the situation, which is quite different data. Americans, who often define their views only in terms of Republican or Democrat and have tended toward 50 splits into the Civil War. Here we have a plethora of parties and a plethora of views.

Q So despite it Canadians are more likely to accept or welcome immigrants and their families?

A Certainly we're more welcoming than we were 30 years ago, partly because we've had a booming economy for years. But although we've always professed to be a tolerant nation, a means, we've never really been tested. We've had a pretty free role.

Q Now guess we haven't lived out like when you can have legal status competing as a immigrant?

A Right. And the reality is that stable main armies will be the majority in the three main centres of the country by 2035. There are going to be more and more cases of the level of tolerance.

Q One of your major points in *We Know What You're Thinking* is that we're already a highly diverse country in terms of attitudes and values because there's tremendous regional variation.

A In the United States, everyone expects that a Texas has different views than a California. But in Canada, there's this idea that we're more homogeneous, partly because there's a really narrow media concentration. We don't have a lot of newspapers or television stations, there are only three or four channels that most people get their information from, so you can start to believe that Canadians think pretty much the same way about all sorts of things. But after 30 years of polling, I don't think there are many common Canadian views. We're very distinct in terms of regions and other factors.

Q For instance, is not of your poll, 31 per cent of Quebecers believe it's vital to say they're pessimistic very good news, compared to 51 per cent in the other provinces. Is it just that Quebecers have higher standards?

A [Laughs] Yes. But I'm assuming that? One issue might be that women in Quebec, particularly young women, said they weren't interested in life as they thought they should be. It's a social pattern. Maybe men should try to be more romantic. And maybe it's related to the weather. It's colder in the Maritimes and you're outside more. They're also more religious, by the way. Forty per cent of Maritimers [just only 11 per cent of Quebecers] believe the world will end in a battle of Armageddon between Jesus and the anti-Christ.

Q Around which issues do you see the greatest regional differences?

A Moving from the West to the East, people become less likely to embrace our standards of personal health care. And the people who are most against taxes are in Quebec, but on the other hand, they have the largest number of social programs and they don't want to give anything up. On the contrary, you find much higher support in Alberta than in most other parts of the country—except the Maritimes, where we have also more support from the money. What I find interesting is that Quebec's a significant change over in the past year, and it's not related to holy bugs coming home. Indeed, the previous apex of support in Quebec for the mission [in Afghanistan] and the military has risen an astounding 20 points in the last year.

Q Why?

A Because they're engaged, they have pride, they can separate out the difference between the mission and the people dealing with it. But there's been a very significant drop in support, close to 20 points, in Manitoba and Saskatchewan, because they're dealing with the reality of soldiers who've been discharged and come home with everything from post-traumatic stress. There, the question is, are we looking after them when they get home?

Q You say that Canadians shouldn't feel about leaving away like Americans, that is, that Americans are becoming more like us. In what way?

A If we look back over 20 years of polling, the American view—whether in same-sex marriage, health care, or the role of a country—is going down to the Canadian perspective, not the other way around. I think as Americans have had access to huge amounts of information from media around the world, regardless of how parochial their local news is, they've become more sophisticated and pragmatic.

Q Where are Canadians heading about the economy?

A I'm a little conservative on this point. I don't believe the malaise of people in this country was necessary. The fundamentalists were in place, we didn't see the collapse of the housing market as they did in the U.S., and people did not feel their accounts were due. In fact, we didn't have much reaction to the economy until the second last week of December in 2008, when concern about the economy rose from about 35 per cent to over 60 per cent.

Q So what happened in late December?

A A series of events: a federal defence campaign which talked about tough times coming, and several weeks in the same sectors like manufacturing, which had been bleeding

for years, but mainly in the car sector. We then had institutional and pensioners' almost every ad on the radio and every headline in the narrow band of newspapers in this country portrayed a calamity. There was a big media focus on what was going on south of the border, with this view that it would all spill over into Canada and we'd all go down the drain. The stock market was being portrayed as the only of the economy, when in fact it's not. It's a group of funds around the world trying to put money where they can make money, and it's more of a way about than a systemic view of the economy. Concern about the economy rose from 10 per cent in 2007 to 60 per cent at the end of December, stayed fairly high in January and February, but then dropped significantly in March. What interrupted it was talk about some du.

Q In other words we only worry when we're told to worry?

A Not to blame the media, but let's put it this way: if you're at a newspaper, writing about the economy in a way that causes a lot of fear to pull in their home, and then you have to live people off, well yes, from where you sit it looks like you should be very concerned about the economy. But I think what they felt in Saskatchewan, where the economy was booming, or in parts of the service economy in Ontario. I'm not putting aside the fact that some people and some sectors look a bit, but to put it into perspective, in 1993 and 1995, 35 per cent of people generally thought they would lose their jobs. If you look at the past crisis seven months, only about 11 per cent generally thought they'd lose their jobs. As a result, the anxiety level was broad but it wasn't deep. And we now have the highest levels of optimism about the future of the economy, in general what's going to happen in the next year or so, that we've seen in 30 years. Roughly 70 per cent of people are saying, "We're in pretty good shape, and we're bargain hunting."

Q How did it feel renewed faith in the economy?

A There was another interruption: Michael Jackson's death. I don't want to sound over-the-top, but when there was a lack of media focus on the stock market and the fallout from financial news, confidence rose significantly.

Q According to your polling, Canadians are pretty ignorant. Two-thirds don't even know how many provinces and territories there are, and only three-quarters even know that the Queen is our head of state. Is the problem just that history is being taught poorly?

A I think concern and history should be connected, and they should be compulsory, not optional. Our polling shows that the more you know about the country, the more you know about

it than people who have lived here for generations. It's a very serious issue. Our understanding of our own history has diminished, and as a result, the very nature of our citizenship has diminished. With the kinds of tests we're going to have to tolerate in this country, we're going to pay a price for a lack of understanding about why we have the freedoms and institutions we have.

Q As you put it, most Canadians don't trust politicians. Why not?

A Well, 60 per cent do trust politicians, and when you look at other public sectors—our teachers, politicians, CIOs and union leaders all under 20 per cent—most are not doing so badly. Polling is actually a great civic contribution. If I want to go back and find out what Quebecers think during the course of the referendum debate, I can look at the polls, they're completely transparent. I don't



"We then had institutionalized pessimism. Almost every headline portrayed a calamity."

have to rely on newspaper editors, which in any event don't reflect what Canadians think but what editorial writers think.

Q This sounds like a practical argument. Do you have to defend your profession for quality or actual parties?

A No, I just don't tell people what I do. I'm proud of what we've done here, but it's actually a conversation starter. You're [a pollster]. People either stand up or think you have all the answers.

Q So what do you say you do for a living?

A Work on a bar. ■

FIXING THE NATIVE ECONOMY

Does Canada's oldest struggle have a new hope in Chuck Strahl?

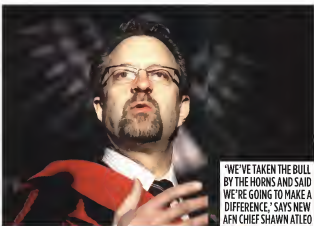
BY AARON WHEAT - It was a slogan that epitomized a pretty strict Canadian policy: "So you don't trust politicians. Not even us." Those words—the first sentence in bold black font, the second in green-blurred from the date page of a 1994 pamphlet summarizing Reform party policy. Below were two paragraphs of explanation, then one final exhort: "Let's change the system."

This past June, nearly 10 years after he was first elected among an inaugural class of 51 Reform MPs, three years after he became a minister of the Crown, and a year after he was assigned perhaps the toughest portfolio in cabinet, Indian Affairs Minister Chuck Strahl stood before an audience of Aboriginal and business leaders at the Public Policy Forum in Ottawa and stirred the echoes: "I must say I've been a member of Parliament for 16 years almost and if simply making promises to Aboriginal people was the way to prosperity, they would be the most prosperous people in the world," he said. "I'm not going to pretend that governments, that any governments, Aboriginal or the federal government, public governments, have all the answers. I know in you, I know in us, that we don't have the modern counsel when it comes to governance. In fact, that old phrase, 'You're the government and I'm here to help,' that strikes terror into people's hearts, is real."

There was much more of this. He talked of "getting a better bang for our buck" and "return on investment." "We realize," he said, "we can't tackle each and every problem that requires assistance by simply throwing money at it, throwing a strand like prize drawing that some of us will occasionally win something new to happen or something magical to happen."

These were not, perhaps, the usual things one is supposed to say when talking about issues that are generally regarded as a business case crisis. But then again, Strahl wants to change the system. "It's meant to point in a new direction," Strahl says now, seated in his Parliament Hill office. "There's not much doubt about it."

His speech that day provoked what Strahl described shortly thereafter as a "flooded reaction" for Aboriginal economic development.



It is a plan that promises government collaboration, partnership with the private sector, skills development and easier access to capital. "One of the problems has been, in the past, is that there's one place to go for your solution to your problem," he says. "There's only one thing to do, first get on the blower and dial 1-800-373-26."

He talks of multilateral agreements, private investment, and making Aboriginal full members of the national economy. When a community asks for funding, he says, he wants to hear first about what other partners have agreed to invest—something, he maintains, he demands of any applicant in his B.C. riding of Chilliwack-Fraser Canyon. The Aboriginal population, he says, is eager to be involved, and corporations are quickly ready to do business.

Strahl's optimism was rewarded earlier this summer by economists at TD Bank who

lengthily caveat about the challenges faced and the risks of obstacles that may be overcome, economists Derek Burleton and Don Drayton and reported that "the winds of change may have started to blow in the right direction." These words, they wrote, include Supreme Court decisions demanding Aboriginal input into natural resource development on their land, burgeoning Aboriginal entrepreneurship, recognition within the private sector that the Aboriginal population presents untapped opportunity ahead of a looming labour shortage, and greater government focus on the need to improve education standards. "We're not saying that we're an economic change already," Burleton says. "But a lot of the pieces have been falling into place and I think if that's been a time for transformative change, now is probably the best opportunity of achieving that."

The caveat, of course, are many and some

to multiply each week. Recession in Manitoba has strangled this summer its access to the HSTV zone. A survey released last month by Statistics Canada showed that Aboriginal adults make up 23 per cent of Canada's prison inmates, despite accounting for only three per cent of the general population. A border crossing near Cornwall, Ont., was recently closed in dispute with Algonquin Mohawks. A year ago, the House of Commons passed to apologize for the seizure

of residential schools, but the truth and reconciliation committee established to sort through that dark history soon fell apart (it has since been restarted). This spring, the House went silent again at Liberal MP Todd Russell's note, read the names of five of a reported 500 Aboriginal women who have disappeared or been murdered since 1970, and asked for a full inquiry.

"The road to hell," says Russell, a Minniconjou Lakota, "is paved with good intentions." He is encouraged to say the least, doubtful of the government's genuine interest in working with the Aboriginal population and hesitant to declare an answer found. "Economic development within itself can be a means to enhancing the life conditions of Aboriginal peoples, but it's very hard to concentrate on environmental activities when, as leaders, many leaders in state of Aboriginal nations are dealing with overcrowding or water and sewer [problems]... when you're dealing with education that is not on a par with the rest of Canadian society, when you're dealing with things like HIV/AIDS," he says.

Russell notes the government's unique constitutional responsibilities to First Nations and worries too that the government will ultimately be pecking "winners and losers"—rewarding some communities, but leaving others only further behind.

'WE'VE TAKEN THE BULL BY THE HORNS AND SAID WE'RE GOING TO MAKE A DIFFERENCE,' SAYS NEW AFN CHIEF SHAWN ATLEO



STRALH HAS FIRST found support in Atleo, seen here (right) after his victory

Grand Chief Edward John of Tla'tan Nation in British Columbia was attentive to Aboriginal communities, and agrees with the need to find solutions beyond the federal government. But he says disputes over land remain in the way. "The proof is in the pudding, they say. And we have to use the evidence of that pudding," he says. "It's not that we want more government handouts. If we had the land and resources and were able to develop those, we'd be in a lot better place."

The relationship between Aboriginals and the government has been strained—possibly by the occupying of Paul Martin's Kelowna second and Canada's refusal to sign the United Nations Declaration on the Rights of Indigenous Peoples—and good-faith collaboration would seem to be high on the list of demands that Strahl may find some agreement with. Shawn Atleo, the newly elected national chief of the Assembly of First Nations, whose vision platform describes "education, care, prosperity and work" as "the new whole." And on general philosophy, at least, there may be some wider agreement, even optimism. "It's not like we're sitting back and talking about what we're not. We've actually taken the bull by the horns and said, 'Come hell or high water, we're going to make a difference in our communities,'" John says. "We're going to bring our governments, we're going to bring in industry, we're going to bring in anyone who can work with us to improve the situation for our peoples."

If there is a moment in Stephen Harper's cabinet capable of seeing some things new on the subject of Canada's oldest struggle, it may be Strahl. Bob Rae had named him one of the best performers in the House of Commons. Equal parts folksy and stern, his messages are mostly food-based—"soup kitchens," "peaches and cream." He quotes Dr. Phil ("how's that working for you?"). Even when talking about respecting the Indian Act, the contentious legislation of 1876 that has defined Aboriginal affairs ever since and is once again open for discussion, he prefaces for sensibility: "I think that, while there is, both within our party and within the Aboriginal community," he says, "what we're doing is taking progress, steps to address our standing a unique moment of the big, grand transformation phase."

It's a place to learn of old and new, of what hasn't worked up to now and what could work from here on. But much of his answer is the ancient question of how to mend relations between Aboriginals and the rest of the country and improve the lot of all come back to the fact that he doesn't have the answer. That where no politician has yet solved all the problems, as politicians will. At least on his or her own. "The old conversation was, is there a program in the federal government that will fix this for me?" he says. "The new conversation is, what are the other partners that we can engage on this? And that's a better conversation to have than the old one. The old one was, there's not enough money in the system, or not enough wisdom in the system, at the federal level, or not enough good decisions to help you out. But there is if we engage enough partners." ■

NOWHERE TO TURN

Some provinces are sending troubled kids as far away as Utah for rehabilitation

BY SACHIN MENDEGEN • After months of sending references to her father's grandson close to the Nova Scotia community, Gloria learned from a voice mail message that the kid was back. The 14-year-old boy, informed her that in a few days, due to his age, he had severe emotional and behavioral difficulties, would be sent to a residential treatment facility near Trenton, N.J., more than 1,500 km away from home. Of immediate concern, however, was that she'd have to wait until the next morning to find out how long he'd be gone, or when she'd have to say goodbye.

Gloria has raised Nathan, who was also filmed by both parents, since he was four. Last October, his impulsive behavior, drug use and habitual running away prompted her to temporarily give up custody, thinking the province "would put him some place where he would get help," she says. Along with attention deficit hyperactivity disorder, he is suspected of having an alcohol-related neurocognitive disorder, but Nathan continued to run and get himself deeper into trouble. Within months, he was shuffled through six placements with foster families and in group homes, and racked up a slew of criminal charges. Nova Scotia determined that neither he nor she could meet his needs, and decided he should go to Cameron Hills, a private treatment facility in Utah, where he had seen a number of youth with similar issues. When all the local, provincial governments are often willing to donate huge amounts of money to ship the most critical cases to residential treatment facilities far from home.

Outraged, Gloria, whose name and that of other parents have been changed, poured thousands of dollars into legal services to fight the decision, but the judge upheld the ruling. By then, her concern had become about more than the distance: it emerged that a former Cameron Hills worker, Jay Lynette Andrews, was facing charges relating to an alleged sexual relationship with a 15-year-old resident. (The 14-year-old pleaded not guilty last month.) Though Nathan didn't end up going to Utah (he was deemed inadmissible to the U.S.), the dilemma of families has left Gloria only marginally less desperate. "It doesn't need to be going where he's going,"

she says. "That child needs to be loved." (Days after his arrival in Trenton, Nathan ran away. He was later recovered by police.)

Of the roughly 1,700 kids in the care of Nova Scotia's Community Services Department, more than 90 per cent are placed in foster families and group homes within the province. But for those who require extensive treatment, for complex emotional and behavioral difficulties, says Robbela Slawter, youth duty counsel for the province's legal aid, "there's really nothing here."

Though a long-term

residential treatment centre is in the planning stages, funding has yet to be secured. Currently, the only option is Wood Street, a school facility in Truro for short-term rehabilitation. So far now, when a longer-term solution is required, Community Services sends the child further afield. Last year, 25 youth were placed in treatment facilities elsewhere in Canada and the U.S. Since 1984, 30 kids have gone to Cameron Hills. According to Vicki Wood, director of child welfare for the department, the nation—\$114,000 annually—is a consi-

derable to those Nova Scotia programs, but "the range of specialists [at Cameron Hills] would be covering anything we could offer them." As for the allegations of mistreatment, she says, "We have absolutely no knowledge of anything raised about," adding that no child welfare cases, the burden of proof "is much lower than for a criminal case." And though Wood acknowledges that the 5,000 km between Halifax and St. George, Utah, presents a challenge for families, the visits subsidized visits and regular phone calls can bridge the gap. "It is the constant and regular contact that's

important, not the distance over it." This explanation is not good enough for Bernard Richard, the ombudsman in New Brunswick, which also occasionally sends troubled kids out of the province. Struck by how easily complaints he was receiving about inadequate services for kids with complex mental health needs, Richard, who is also the province's child and youth advocate, dug up the files of seven such cases. His resulting 2008 report, "Confronting the Gaps," chronicles the failure of a system that housed these kids between foster families, group homes, hospitals and jail without providing appropriate treatment. In one instance, a 13-year-old boy was kept in the province's youth detention centre for several weeks in 2005, not due to committing a crime, but rather because "there was no one to take care of him." As a young adult, he was later among those of the seven who were sent to Sparrow, a highly specialized treatment residence in Portland, Maine, where the annual cost of comprehensive services ranges from \$125,000 to \$300,000 per person. Says Richard, "I had to be convinced that we could do this locally." The 45 residents who have come up with push-back for community-based treatment options. The idea, he says, is to give these kids the stability and help they desperately need—long before they require a half-million-dollar solution.

Gauging the effect on kids of being moved far from home is difficult, but anecdotal evidence suggests it is a pain significant. John Mould, who is the child and youth advocate in Alberta, says youth often run from Manitoba and the Northwest Territories, where treatment options are scarce, can "kind of like they're being forced there. They don't know how and when they'll get home." While Alberta almost always returns to out-of-province placements for its own kids, the distance between rural communities and treatment programs can lead to similar feelings of isolation.

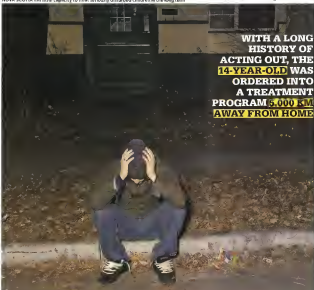
According to Montreal psychologist Charles Emswamy, this is "a radically expensive option that does not work." He calls the wide spread practice of removing the most damaged kids from their communities "a quiet crisis," and signs of a small group of advocates pushing for differentiation. The facilities, rather than foster families, remain the default placements for those who are most at risk, he says, "one of the greatest injustices in society right now." In an interview, he says, "It's not a solution."

government also influenced mental health risk levels earlier this year. Emswamy argued instead that placing professionals in communities, increasing in biological families, and significantly increasing the support and compensation—both parents receive would be "a more natural fit." But most importantly, he says, it's who lives proves successful. Unlike residential facilities, which often only remove kids to life in institutions, the family model, though considerably more "messy," gives them the stability and consistency they need, he says. "The 'there's no place' separation is strongly in opposition to the fact that parents do not do that work."

Still, the reality of just how difficult it is to access children's mental health resources on their own means that some families would jump at the chance to have the province seek out treatment far from home—even if required sending him to Utah. In the course of her legal work, Slawter routinely hears from parents who've pressed charges against their own child, believing that "if they bring him before the court, he can be ordered to get treatment." Ian Munroe, executive director of Ontario's Provincial Centre of Excellence for Child and Youth Mental Health, says that because resources are in such short supply "right along the continent," early intervention is rare. And despite the best intentions of child welfare, "by the time kids' mental health issues are identified, many have already turned in ways in becoming tangled up in the criminal justice system. The effect 'You're constantly dealing with the deepest end of the pool, which is the most specialized, most expensive way of doing business,' he says.

For most of Nathan's life, his grandfather has been fighting for him. At one, Gloria spent months on the side of the road, in the arms of strangers. "I stopped that car and jumped out," she says. Apparently, his father had handed her over and walked off—as it turned out, for good. And when his mother, who had taken him to live in Vancouver, lost custody, Gloria rang her phone but "nobody could afford it," she says, "but I found my grandson."

However, when the reality got word from social workers that he would likely be in Ontario for life, it was her emotions, not reality, that came to the fore. "When he comes back, we're all screaming," she says. "It's really sad for this child." ■



STAGE COLLAPSES LIKE A DECK OF CARDS

"All at a sudden, you just saw this big cloud, and Donna was just coming down or standing in the bleachers, we're remember sitting, Donna, Donna, c'mon, something's come! And then, boom. The stage fell like a deck of cards."—Tracy Turner, mother of the death of her friend, Donna Moore, who was killed on Saturday after a sudden, severe windstorm caused a stage to collapse at the Big Valley Jambo in Carmo, Mo.



'CANADA HAS BEEN LUCKY'

Lessons from Europe on dealing with the 'honour killings' issue

BY JONATHAN GATKENS • It could be months before Canada can deal with certainty whether or not Zainab, Shafia and Geeta Shafia, and Ameer Ameer Mohammad, can be opened among the victims of so-called "honour killings" in Canada. But police in Kingston, Ont., where the bodies of the four women—aged 18, 17, 15, and 12—were discovered in a car submerged in the Rideau Canal bays on June 30, already hinted that is the case when they charged the Shafia as "two" father, Mohammad, 36, brother Hamed Mohammad, 18, and mother Zohra Shafia, 39, with the deaths of their daughters murdered in last June. Relatives of Bana Mohammad—originally said to be a cousin, but now believed to be the Shafia patriarch's first wife—were alleged the girls were killed because their family, originally from Afghanistan, and Hamed Bana for encouraging them.

Regardless of what the courts ultimately decide, these Canadian authorities to start making concrete steps to protect young immi-



PHOTO said to show Mohammad Shafia and Bana at their wedding day. (Dag Shafia)

grate women, or risk seeing such crimes become all too commonplace. "Canada has been very lucky so far. We've had very few," says Aynia Selvi, a University of Toronto sociologist who is preparing a book on the subject. "But we're not looking at this as seriously as we should be."

The question is, why? The United Nations estimates that at least 5,000 women a year fall victim to such killings, identifying 14 countries, including Pakistan, Jordan and Turkey, where the practice is widespread. European countries with immigration patterns similar to Canada's have been openly grappling with the problem for half a decade. And here at home, there have been at least a half dozen horrifying cases up calls, stretching back to 2000 when Jas Selvi, a 20-year-old Sikh woman from Maple Ridge, B.C., was murdered in a car, after carrying a man, the men while travelling. Her mother and uncle were among those charged. More recently, in 2007, 17-year-old Aqsa Parvez was strangled by her father, Ameer, 39, who had reportedly refused to wear a hijab. Her father and brother have been charged with first-degree murder.

Selvi thinks the reluctance to confront the issue is in part about a desire not to denigrate certain religious or ethnic minorities. "Sometimes I think Canadians, with our very positive attitudes toward multiculturalism, have pushed the pendulum to the other extreme," she says. One alternative is to follow Sweden's lead. In 2002, the country was shocked by a case of complicity by the murder of Fredricka Benmoussa, a 26-year-old immi-

grant from Kurdistan. The young woman, shot in the head by her father for refusing an arranged marriage and instead dating Sweden—had gone to the police and social agencies seeking help, and even given TV interviews protesting her own demise, but no one was willing to take action. Widespread outrage following her death spurred a host of government measures, including issuing for police, social workers and teachers, education campaigns directed at immigrants, and the establishment of shelters.

Margareta Forslund, the executive director of Gymping vird AB, one of Sweden's largest social services agencies, says she has been shocked by the demand. "When we started five years ago, we had plans to have a shelter for girls," she says from Gothenburg. "Last year, we took care of 360." The clients, referred by police and social workers, come from all over—the Balkans, Africa, former Soviet republics, Afghanistan, the Middle East. In each instance, Forslund's organization launches an investigation to assess the risk and possibility for repression. "We don't want to separate girls from their families unless it is absolutely necessary."

But despite the heightened vigilance and awareness campaigns, the number of women coming forward for help continues to increase. "I think the message is sinking in. I know the communities are now talking about the problem," says Forslund. "Hopefully, we're now at the peak and will soon see a decline."

Uma Wilson, a social anthropologist at the University of Ottawa, is so sure the problem is anywhere near being fixed. Reliable statistics on honour killings are difficult to obtain, she notes. And while authorities across Scandinavia have made good-faith efforts, "it is exceedingly difficult to do something effective," says Wilson. The crime-already often cross-national with family members around the globe weighing in during post-mortem deliberations—are sometimes carried out during mass alcohol, or passed off as accidental or self-inflicted. For example, since Turkey amended its laws in 2004, imposing harsher penalties for such crimes as part of an bid for full European Union membership, there has been a spike in "honour suicides."

The non-criminal of honour-related and identity politics are swirling around all over the globe, says Wilson, making this message now of immigrants more and more difficult. But at the same time, she notes the notion that there are fundamental incompatibilities between feminism, or a need to position immigrants from certain countries. "When our killings are a matter of religion more than religion," she says. "And tradition can be changed. We have to take hope."

Fighting graffiti, with more graffiti

BY KATE LEWIS • Seen through the eyes of a graffiti artist, a clean blank wall is like a blank canvas. In Montreal's Notre-Dame-de-Grâce (N.D.G.) neighbourhood, though, those blank canvases are becoming increasingly rare. Tired of finding graffiti painted up on their buildings, local business owners have decided to fight fire with fire: they're letting a professional graffiti artist adorn their walls, before the amateurs have a chance to.

Once a graffiti magnet, the wall at Scandinavian Bakery (famous for its châtis) now features a white-themed shop surrounded by colourful abstract shapes, says owner Alice.



Would be taggers won't point on morale—it's an unwritten law

Green. It's hardly been a couple of weeks since the mural went up, but so far, "youngsters as old as 18" have refrained from "scribbling" all over it. "Would be taggers won't mess over murals," Gervais believes, because it's the unwritten code of "the underground, the overground, whatever."

Gillespie Lapointe, the graffiti artist behind Scandinavian Bakery's wall, was hired by Prevention N.D.G., a community non-profit that recruits 400 of its borough funds this year to fight graffiti (N.D.G. is one of the most tagged neighbourhoods in Montreal). Lapointe has created more than 20 local murals, adorning everything from the Royal Canadian Legion to a Peruvian grocery store.

Not everyone's happy about the plan. Prevention N.D.G.'s director, Terri Sue Marie, says she's gone to complaints from residents about using tax dollars to create more graffiti. And one tagger points out that the plan could waste taxpayers' great street assets.

"Some guys, but to get to your mural, we all sort of with tags," he wrote online. "Gives me bigger worries than a few scribbles, he calls them. "There are these guys called writers, and they're worse than graffiti," he says. "But does he truly believe his walls will stay tag-free? "Call me in a month."

Pressure rises to protect our pensions

BY JULIAN BURGESS • At long last, there is a ray of hope for workers whose employers have filed for bankruptcy. Currently pensioners, the disabled, and employees need severe cuts in pay are treated the same way as banks and other sophisticated creditors when a company goes under, they have to get in line to fight for a piece of what's left with everyone else.

But a group of former Nortel employees is looking to change that. They have asked the federal government to make an emergency amendment to the Bankruptcy and Insolvency Act to give preferential status to the claims of pensioners, the disabled and senior employees—essentially putting workers at the front of the line.

In principle, there's already agreement to consider the amendment in principle at the federal political parties. Before the current Nortel pensioners could lose 30 to 40 per cent of their pension income, on June 16 NDP MP Wayne Martin (Ottawa East—Stoney Creek) introduced a motion in the House of Commons to look at putting pension fund claimants ahead of other creditors in the event of bankruptcy proceedings. It was passed with unanimous support.

"I am optimistic this politicians could consider making the emergency change when they come back to the legislature in the fall," says Diane Upsham, a financial analyst and advisor to the Nortel Pensioners and Severed Employees. "Our bankruptcy law is way out of date and it's not a new development in the marketplace."

Still, the amendment to the Bankruptcy and Insolvency Act is only the first step. According to lawyer Philip Skayson, disability plan members and severance pay need more protection too. "The amount of money remaining for them is 'grossly inadequate,'" he says.

In fact, says Upsham, if things don't change, many disabled Nortel employees and employees severed severance pay will likely lose 50 per cent of their savings. They'll be left—some say "helpless" obligators under employment standards set by provincial law and common law procedures. ■



Nortel workers could lose 50 per cent of their severance pay

The boy from Milan likes to play up his "racist" roots. For example, Luis's brown

But he risked getting hit in sales, and recognizing that before Jay's Old World Culture lay a huge, untapped market for lawbooks New Yorkers. "I am in favor of every thing American before even knowing what it is," he told the New York Times in 2003. When a 1975 Supreme Court decision paved the way for private television, Berlusconi was among the first to invest. And despite rules that were supposed to keep private stations local, he quickly set about building a national network. Unusually, a treaty and congressional

When Berlusconi earned his rights to sit in 1993, he was already Italy's richest man, perhaps not the famous figure—better known first as a successful school-leaver, second to have paid for communism at the time. But he had done so in television and his other houses. He turned domestic politics on its head. His Forza Italia party (his appropriated name and colour from the national socialist) sprung onto the scene fully formed with 13,000 chapters across the country, a state of more than 600 civil offices, more than 100,000 employees. All of this

The spectacular failure didn't seem a rare Berlusconi—rather, it simply arrived to exemplify his anti-political credo. ■

The political climates were evanescent. Berlusconi's health seemed poor [he underwent heart surgery at age 58 in December 2006, after collapsing onstage at a party rally], and he announced his intention to retire from public life. But the man who compared himself to Churchill, Napoleon and Jesus—in the course of a single week on the campaign trail—stuck around. When Romano Prodi's leftist coalition fell again in early 2008, a reinvented Berlusconi found his stride, and a way back into the hearts of long-leaving Italians, convincing voters to shake hands with their shearer.

Alexander Stille detects the symptoms of dangerous political disease: bereftness. "He has lost the entire reality in the palm of his hand, a huge majority; he could pass an law that he filed. But although he has become absolute, his behaviour has increased," he says. Perhaps all the man who once called himself the "Jewish Christ of Italian politics" needs is a little intention to stage another attractive comeback. "Being corrupted brings out his aggressive side," says Stille. "He almost seems to need a chain." ■

A photograph showing a person's hand holding a newspaper open in a grocery store aisle. The newspaper features a large, explicit photograph of a woman's torso. The background shows shelves stocked with various products.

The spectacular failure didn't seem to rattle Berlusconi—rather, it simply served to strengthen his anti-political-machineries.

A few small steps, not one big plan

This is the new norm in Canada's relations with the United States

BY LUIZA GI. SAVAGE • When Stephen Harper met with Barack Obama and Felipe Calderón in the annual North American leaders' summit in Guadalajara on Aug. 5-7, it will be the seventh time in as many years that the prime minister and the U.S. President in one international context or another. Once a month isn't bad, as a group of White House officials put it: their Canadian counterparts are signing meeting sheets that Obama's first wife, Michelle, has kept together. The average relations are just fine, thanks.

Something needs to get free in bilateral trade or a bilateral on occasion on the same file, the neighbors have worked together hard to glow.

In recent years there has been friction in Ottawa that the bilateral summit is marked under George W. Bush had overshadowed bilateral relations. Canada, the U.S. and Mexico had launched the Security and Prosperity Partnership that brought together hundreds of business bureaucrats to work on hundreds of to-do lists of harmonizing regulations and pricing border and trade—largely behind closed doors outside that also opened hundreds of company theories about the coming "continental union" of the three countries. While some of that bureaucratic work may continue, the new U.S. administration seems to be uncommitted in grand cooperation in North America. Building Officials of all three countries are coming to the conclusion that the SPP was "too rigid, too slow, too long, and the process was not really inclusive enough of civil society, nor sufficiently transparent."

None of them want to repeat the strongest avenue of the SPP. They want to be more average," said Maryann Greenwood, executive director of the Canadian American Business Council, who said last April that meeting in Mexico City on July 11 that brought together officials, business leaders and scholars from the three countries. "They like the idea of broad-based work on security and prosperity, but I think they are not looking in writing their way through the transition. They don't have that broad engagement with civil society, and they thought legislative engagement was just a few steps," she added.

Rather than releasing on a grand vision for "North America," the Guadalajara summit is expected to be tightly focused on a few new initiatives. "Energy, climate change and the environment, and ISIN projects," said a White House spokesman Mike Hammer. Hammer said the U.S. agenda for Mexico: "The reason for urgency on all three points. These called areas that are expected to make a significant impact on the bill. The leaders would also like to reach some kind of a joint statement on climate change and of

OPERA AND HARPER have met seven times in six months.



Trilateralism under Bush wasn't popular in Ottawa

the U.S. Commerce Dept. spokesman on December 1. "They want to talk about a concrete agenda about how we are going to approach the carbon discussion," said Jim Handley, former U.S. ambassador to Canada. "If we go to Copenhagen in December and North America doesn't have its own act together, the rest of the world will say, 'Why are you

here talking to us?'" The North American business community is also pressing the Obama administration to come out with a strong statement to support free trade at a time when Canada is trying to secure a suspension from the Bay Area American provisions of the U.S. stimulus package, and the U.S. Congress is considering carbon tariffs as part of pending climate change legislation. Greenwood says the administration has been asked by business leaders to "draw a line in the sand on protection with Congress," and "to clarify that it is free trade as an important element of economic recovery globally."

While the White House has not indicated what kind of statement Obama will make on trade, Hammer said the economy would be discussed. "The leaders should also have an opportunity to talk about the economy and how we can begin to coordinate to improve job growth and economic growth on all sides of the North American border," he said.

Handley also expects to discuss with President Calderón how it can further support Mexico's fight against powerful drug cartels. And Mexico has an issue of its own to raise with Canada: an objection to Ottawa's more imposition of new requirements on Mexican visitors to Canada.

While there may not be much common ground building "North America" initiatives, there will be as much as of engaging get together to allow Harper and Obama to keep holding their relationship.

Keeping up the times a month pace, Harper will again encounter Obama in September when the leaders of the G-20 nations meet in Pittsburgh. Greenwood compares such brief but frequent diplomacy to Spanish-style dining. "This is like a casual restaurant," she said. "So as long as things you like to do from that end to end, hopefully you'll be happy."

CAMBODIA: MISS LANDPINE
In Cambodia, where a new election will be held in 2013, the Maoist-Laois have been invited to every party. But the government has asked the contest, which was held last year in Angkor, claiming it would be "the dignity and honor of our country." The online competition, however, will go on with voters being asked to choose between 20 candidates, said in cinema and on

The Dutch abortion ship sails no more

BY RAYE ENOGLIMAT • Dutch physician Rebeca Gomperts is not dream of a fleet of floating clinics that would sail the high seas, providing abortions to women in need from the safety of international waters. In 1999, Gomperts launched an "abortion boat"—and an auxiliary organization, Women on Waves (WOW)—to help provide her global work. But after a decade of sailing, the controversial vessel will return port. The reason was found by a change in Dutch law, which Gomperts says reflects "a growing divide in society



A move blamed on growing conservatism in the Netherlands.

restoration and intolerance" in her country. Previously, Dutch law allowed women to obtain abortion pills—which can induce mild cramps like the firm to ease pregnancy—on their doctors. That allowed Gomperts to provide them on her ship. "Our legal system states that what is allowed under Dutch law is also allowed internationally," Gomperts explained. "So women boarding our ship did not have to face prosecution." But that changed when the Dutch government passed a law that limited the distribution of abortion pills to approved clinics, of which the "abortion boat" was not one. "[Now] women's participation in their own country of the Dutch health system is not what we see working outside Dutch law. That's a risk we wouldn't take." Dutch law has lifted off her campaign, and provided funding crisis.

WOW's goal of providing clinical abortions on board never did materialize—only gay permissiveness to perform vaginal abortions in October 2010, and they were never carried out. But Gomperts' "symbolic" struggle took other forms: an aggressive effort to educate women about "medication abortion for pregnancy" remains. The double-blinded growing force of the Christian Democrats and the Dutch Christian Union Party for the new conservative debate in the Netherlands. WOW will work on a lawsuit to challenge the new law. ■

Found: First World War battle site

BY RAYE ENOGLIMAT • It is the kind of epic battle that begs to be remembered. And so the London Scottish Regiment does not just gather each year in Halifax. It does so to pay homage to those who fought 95 years ago in the battle of the Windmill of Mexico. The details of the battle in Belgu—part of the First World War's battle of Ypres—are related by veterans of the London Scottish who had and drink. A memorial badge to any veteran is played. "After we'll be closing light, the sea was filled with death. I was a young Canadian wounded and so many young died. They had no more soldiers, guns, and they were out of it. Their last stand—just the place of the battle on land."

But for Pte. Major John Goss—23 years of service of the regiment—was a long secret as to the last remnants of the war. It was not for all the years of celebration, nobody ever knew for sure just where that great battle was located. So when Spence heard about McMaster University's Peace and War in the 19th Century, he led it—a database which, unlike many others, allows an online access to its historical material—the hope.

Soon after Spence's search of his files, map specialist Goss Beck, armed with the few scattered data he had of the battle, he the historical records. After sifting the field, he scoured trench maps of the area. He found a prominent location and he found what he was after: a tiny ridge that indicated the presence of a hill. Beck says the discovery is completely new because the "Windmill" battle was "part of a major offensive" against German forces. But he also says the discovery is "a broader context in which the site of the First World War." For Spence and his followers, a long debate about the battle had every year. On its 100th anniversary, he had been told to see. So now, when the London Scottish Regiment gathers to celebrate the "100th Anniversary of the Battle of Ypres," they will, at last, know the location of the battle in Mexico. ■

Russia makes new (old) friends



Chavez with Secchi. Just out to make a break, or leftist coalition?

BY TOM HEINERICH • Evoking the good old days of the red moment, Russia and Cuba are once again growing close. The two countries, who were formerly thick as thieves after the revolution of the Soviet Union, not only signed a deal giving Russia of exploration rights off the coast of Cuba. Estimates place as much as 20 billion barrels of oil within Cuba's territory in the Gulf of Mexico, a huge investment for Russia's Zambardo oil concern. Cuba, meanwhile, gets a \$150-million loan in exchange.

The deal, signed by Russian Deputy Prime Minister Igor Secchi, appears to be part of a Russian push for closer relations with leftist, anti-U.S. Latin American nations. Before heading to Cuba, Secchi visited Nicaragua, where he signed a new trade agreement between the two nations. In Venezuela, meet with, he met with President Hugo Chavez and signed a military cooperation agreement that will see billions of dollars worth of Russian arms shipped to the country—effectively doubling Chavez's stockpile of military hardware. The Deputy PM said it follows that Russia wants to stay close to Latin America. "It would like to express our deep satisfaction with the positive dynamics in the development of our diplomatic relations," he said.

But the new relationships don't necessarily carry any ghost of the old hammer and sickle. Western countries have been pressing Russia to invest more in the global economy. It's not an easy task of collaboration that's aimed at meeting power or something more strategic. But Secchi and his followers, a long debate about the battle had every year. On its 100th anniversary, he had been told to see. So now, when the London Scottish Regiment gathers to celebrate the "100th Anniversary of the Battle of Ypres," they will, at last, know the location of the battle in Mexico. ■

A LOST DECADE OF GROWTH

Many real indicators put us back to where we were 10 years ago

BY JASON KIRBY • General Electric has always been a potent symbol for business in America. From the simple light bulb to cat-fighting engines, the company has embodied the country's rise to dominance in the world of innovation. But like America, GE underwent a huge transformation over the past 38 years, moving further away from its traditional business of "fraternal steel" and putting deeper into the world of financial engineering. Why sell washing machines when you could make more profitable submarine motors? Now the company's business is like America—a struggling, a huge losses. When the company's revolution began CEO Jeff Immelt gave a speech in Japan recently about the challenges facing GE. He might as well have been speaking for the U.S. as a whole. Which is a sorry thought, because during that speech, he noted a concern about the future prospects of economic growth itself. "As consumers around the world get more conservative," he said, "we think this overall economic growth—not just for a year or two but even past the recession—overall economic growth may be slower."

There's no question that when measured by that most common yardstick of economic performance—gross domestic product—there wasn't a growth problem during the years prior to the recession. In the decade leading up to 2007, average annual GDP growth was 2.8 per cent in the U.S. and 3.8 per cent in Canada, with America outperforming its average over the last 50 years and Canada coming out ahead. But look again, and a troubling picture begins to emerge. Because rather than achieving that growth by creating real jobs and genuine wealth, many of the gains in recent years resulted from massive financial games like the dot-com, housing and commodity bubbles. Instead of moving steadily the market forward, the line is a roller coaster flanked by borrowed cash, and all the action seemed to revolve in early-wildly overvalued assets or repackaging existing wealth. The companies that make "real" stuff

like cars and toolkits, were largely left behind, and when you look at the indicators that really matter, like the size of people's net worth and the buying power of middle-class paychecks, they didn't seem to be much growth at all. In fact, Mike Sheehy, an investment adviser with Seafair Pacific Capital Management and author of a popular economics blog, calls much of the last decade's rise "artificial" growth. "If you print money and spend it you're going to cause a

boom, only 100,000 additional jobs were created, which for a country the size of the U.S. is essentially no growth at all. To put that into perspective, Canada, a country with just one-tenth the population, generated three times as many new jobs in the private sector over the same time frame. The only real lagging gains in the U.S. were in the public sector, creating the impression that the U.S. government had essentially grown the economy by borrowing money from China and using it

to grow. U.S. workers with college degrees held out only a 3.3 per cent increase in median wages after inflation. It was a similar story in Canada, where real median wages rose just 1.9 per cent over those 10 years, according to *Maclean's*. "When you take the longer term, real wage increases have not kept up," says Roger Innes, president of People Patterns Consulting. "For a lot of people, they just managed to keep up with inflation, but a lot of others have fallen behind."

A central story of growth in that workers will enjoy a better standard of living by working more with less effort. But despite our making GDP, that hasn't happened. Since the 1970s, leisure time in America has plunged by almost one-third, and Canadians have seen their leisure time steadily decline since the 1980s. In other words, says Peter Victor, an economist at York University and author of the book *Managing Without Growth*, many of the gains from productivity haven't flowed

to workers, but businesses and governments have had to pile on more and more debtors to keep the economy afloat. For example, in 1970, it took nearly \$1 of new debt to produce \$1 of GDP growth, says Eric Johnston, an economist, commentator and former senior capitalist. But by 2007 every \$1 gain in GDP was dependent on \$5 of new debt. "Looking back, it's hard to measure how much of the growth we saw was legitimate, based on increased productivity, and how much was based on debt financing," Johnston says.

The biggest culprit by far was the real estate sector, an incredibly low interest rate drove homebuyers to pile on savings of mortgages and to develop to erect endless stretches of retail space. The frenzy of consumerism contributed to GDP growth, but much of that gain may evaporate in the years to come. Commercial vacancy rates are nearing double-digits and there are roughly 18.7 million houses sitting empty in the U.S.—nearly as

many as in Canada. "We've got about as high a share of the middle population who are purchasing homes as we have in any other country," he says. As health becomes a concern, we could see the labour force shrink, dampening growth as it does.

Growth also relies on workers becoming more productive, and here again gains were slower to come by in the past. "Technology continues to enable workers to become more out of their worlds, but that becomes more difficult to sustain over time," Thomas says. "There may be some diminishing returns to productivity." Perhaps yes. "After a time, though, eventually you can work. There is no fundamental, there were only so many eyes going to be had."

Given all of these factors, it's hard not to wonder if the rate of growth we've previously enjoyed could take a hit. In fact, Victor says that growth could dramatically slow without leading to massive unemployment, if people can back on the amount of time they spend at work. Even some economists are concerned because that growth might have more appeal than only a job. "Let's face it, living standards in Canada are pretty darn high, even with the recession we've had over the past year, so there are probably an awful lot of people who would be satisfied if that didn't improve," says BMO's Victor. "But as soon as you're on a bike like a bicycle, it's steps moving it on full, and full rather heavily."

And that's the fear. There are consequences to slowing growth. Not only does economic expansion go hand in hand with increased trade, investment and democracy, but it's a lot easier to pay off your debt if your GDP is rising. The U.S. is now \$18.1 trillion in debt, and it could never realistically repay all that money with the economic output it has today. Instead, the administration hopes to work off growing the economy so that the debt load gradually becomes less of a burden. (That's how Canada crawled out of its own debt crisis in the 1990s.) It's not a theory, but it will only work if the U.S. economy can outpace even faster than it did in the last decade. Economists are doubtful. "We could go 10 years without a full recovery," says Sheehy.

From our current position in the grip of a nasty recession, it's no wonder that things look bleak, and it's things that put, from about our human capacity for growth, it's not only that it's not the best thing, it's that it's not growth is good—and it's not sustainable. It's a very difficult to sustain that a series of economic bubbles. Deep in their hearts, most economists know that exponential growth can't go on forever, and eventually, the rate of growth, at least, has to slow down. Growth, by the measure of both the stock and job markets, we've just lost a decade some fear that time has slowed. ■



SURE GDP HAS grown, but now we're working longer hours for almost the same pay

been, and that's what happened—it spurred all sorts of economic activity that should not have occurred."

Indeed, when you look at the indicators that directly affect people's quality of life, growth over the last decade looks fairly bleak. This is all the more evident in the annual employment numbers seen in America. It's hard to believe, but private sector job growth in the U.S. has literally been stalled for a decade. Between June 1999 and June

2009, only 100,000 additional jobs were created, which for a country the size of the U.S. is essentially no growth at all. To put that into perspective, Canada, a country with just one-tenth the population, generated three times as many new jobs in the private sector over the same time frame. The only real lagging gains in the U.S. were in the public sector, creating the impression that the U.S. government had essentially grown the economy by borrowing money from China and using it

to create new jobs in the health care and education sectors. "Although housing and construction has been," says Mike Melrose, an economist at TD Securities. "We've seen a lot of people lose their jobs and the private sector, which always tends to shed jobs first in a recession."

Not only that, but what growth we have seen has failed to generate much in the way of real gains for workers. Between 1997 and

2007, U.S. workers with college degrees held out only a 3.3 per cent increase in median wages after inflation. It was a similar story in Canada, where real median wages rose just 1.9 per cent over those 10 years, according to *Maclean's*.

Inspiring few optimistic changes may make things worse. But the upside is also that one reason we enjoyed such huge gains throughout the 1990s, '90s and '00s was the influx of women into the job market, says Doug Porter, deputy chief economist at BMO

COURTESY OF THE U.S. DEPARTMENT OF COMMERCE

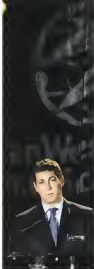
CANWEST'S QUIET COUP

A group of 'vultures' is now controlling the fate of the company

BY COLIN CAMPBELL • It's the company that just won't die. After weathering on the edge of bankruptcy for months, Canwest seems another near miss story in major broadcast media news, preserving a debt-laden company in a state of limbo until at least Aug. 14. Instead, all Canadians hear a resolution is going down, however, and despite the obvious claim, intense negotiations are progressing that will see Canwest changed forever.

For the last few months, what was once one of Canada's largest and most influential media companies has been at the mercy of bondholders who are owed more than \$160 million. Sources familiar with the negotiations confirm that the key players include two U.S. hedge funds—GoldenTree Asset Management and Beach Point Capital. Both agencies—and also Canwest's former, West Face Capital, sources first reported in the *Globe and Mail*. Since Canwest has missed several interest payments, this small circle of bondholders could pull the plug and demand full payment at any time—which would almost surely force Canwest into bankruptcy. So far they've resisted, instead agreeing nearly a dozen extensions.

Industry watchers agree that the bondholders have been so patient because forcing Canwest into bankruptcy would benefit no one. Given the long approach for media companies in the current market, it's unlikely that the bondholders will recover all of their funds if Canwest had a fire sale of its properties, which include Global TV, a slew of specialty channels, majority newspapers and two network holdings, an Australian media company. Going into bankruptcy would also wipe out any remaining shareholder value, including the voting shares held by Canwest



ANALYSTS say that the Aspers will likely lose control of Canwest as events unfold.

CEO Leonard Asper and his family. Analysts say that the family will likely lose control of the company regardless of what happens, but if bankruptcy is avoided, those shares remain valuable. "Clearly the family has something that's worth negotiating for to be specific, that's likely some kind of voting control," says Chris Dismann, a senior vice president at the media ratings agency GABRS. The strategy the debt holders—which also include CIT Business Credit Canada—appear to be following is to convert their debt into an ownership stake in the company without a messy trip through bankruptcy. This would at least give them the ability to sell assets as their leverage, rather than to court general creditors, as happened recently with Norwest. Observers say that an ownership position for the debt holders is already virtually assured, since Canwest currently has no means of paying them back. Whether Canwest files

for bankruptcy or not, "It's just a way those bonds are equity," says one of the smallest bondholders who spoke on the condition of anonymity.

This is standard operating procedure for the distressed debt funds, or "vultures," which are now calling the shots. All have histories of buying up a company's distressed debt for pennies on the dollar from larger institutions, then turning the company's question around to make a profit. Los Angeles-based Beach Point, for instance, which manages more than \$1 billion in assets, recently invested in DigitalGlobe, a company that provides satellite imagery to companies like Google and Garmin. After filing for bankruptcy, DigitalGlobe successfully came back and not only is in the black, but is now the largest of the vulture firms, with 200 employees and \$10 billion in assets, recently invested in Clearstream Corp., a financial company that filed for bankruptcy in March after it ran out of cash to pay its debt obligations (see sidebar for details on Canwest). The last big bondholder in Toronto-based West Face Capital, which is headed by Greg Boland, has been far less profitable, with its stock slashed 80% in restructuring in 2007. West Face is now one of the largest shareholders of ACS Aviation Holdings Inc.

For this brief time, Canwest would have secured a good fit—a company desperate for a bailout, but still with potentially lucrative assets. So in May, the bondholders agreed their stake by giving Canwest \$160 million to keep it afloat and help pay off bondholders. But their strategy is complicated by the fact that through ownership rules prevent the two U.S. bondholders from owning more than a 20 per cent stake in Canwest—another reason the negotiations have been so drawn out, according to one Canwest bondholder. That means that Canada's West Face Capital could end up playing a pivotal role, as the firm navigates its own CIBC rules. As well, Canwest is made up of a number of different subsidiaries, each with their own bonds, which adds layers of complexity to the no-go tensions. "It's a more difficult situation," says a source who has been following the company.

All of the analysts predicting Canwest's fate think it's the company is obviously still trying to raise cash. It announced just this week that it will sell \$121 million worth of shares at its Toronto-Hallmark-Hollywood money. And there remains the chance of a last-minute rescue by a deep-pocketed investor such as Fairfax Financial, Brookfield Asset Management or Doris Corp. But one thing is clear: a similar scenario, the smaller bondholder says about the restructuring efforts. "It's probably sooner rather than later that we'll have a resolution." ■

Advertisement

Why put up with constipation?

If you're looking for an effective over-the-counter solution for occasional constipation, Lax-A-Day provides welcome relief by working with your body.



Occasional constipation can be a real source of frustration. It can interfere with your plans and get in the way of everyday life.

It is an all-too-familiar scenario: clothes that feel tight, bloating of the stomach and a persistent feeling of discomfort and helplessness. You may even cancel an appointment or turn down an invitation just in case "it" happens at the wrong time.

LAX-A-DAY AN EFFECTIVE NEW LAXATIVE THAT'S EASY-TO-USE

For those of us who suffer in silence, Lax-A-Day is a new product option. It is an effective formulation for occasional constipation.

As an osmotic laxative, Lax-A-Day works with your body by retaining water in the stool, softening it for easier movement, and increasing the frequency of bowel movements.

A RECURRING PROBLEM

Almost anyone can experience occasional constipation, but more often than not, the condition is temporary and mild, and can be caused by several factors: a lack of dietary fibre or exercise, changes in lifestyle such as travel, the secondary effects of ill-

ness or medication, or simple dehydration. But sometimes lifestyle changes aren't enough. Not times like those, you may want a laxative. The question of course is, which one?

IT'S EASY TO USE

For more and more people today, Lax-A-Day is an answer. Lax-A-Day works in harmony with your body and is easy to use. Just pour the white powder into the measuring cap and mix it into your favourite water, juice, tea, coffee or soft drink. Lax-A-Day dissolves completely and, once mixed, it won't alter a drink's taste, texture or appearance.

LAX-A-DAY DISSOLVES COMPLETELY, LEAVING NO TASTE, ODOUR OR GRITTY TEXTURE

REGAIN FREEDOM

In addition to the discomfort and inconvenience it may cause, occasional constipation can also hinder plans and get in the way of everyday

life. Now with Lax-A-Day, you're free to get back to a more normal lifestyle. In fact, it might just be the relief you've been waiting for. So go, have a good day.



Lax-A-Day dissolves completely, no taste, no odour, no texture.

This product may be suitable for you. Always read the label and follow instructions. If symptoms of constipation persist following the one week treatment, consult your physician. For more information, visit www.laxaday.com. © 2007 Pharmacia. A division of Pharmacia Corporation.

Lax-A-Day works by retaining water in the stool, softening it and increasing the frequency of bowel movements.



KING OF BEER SALES, AMIGO

The ad campaign that's made Dos Equis a household name

BY KATE LAMAR • Fixing a trapped bear, leading a midnight hike through the jungle, playing a rousing game of pin-the-ail-it-all in a day's work for the Most Interesting Man in the World, the star of the current ad campaign for Dos Equis beer. Featuring veteran TV actor Jonathan Goldsmith as a gloriously reupholstered cowboy, the ads have made Dos Equis into a household name, no small feat in the current recession.

Launched in Canada in 2008, the ads (which have appeared as early as 11.5 months since 2006, and were national here this year) show our protagonists engaged in various acts of heroism as a narrative means to focus about them. "I'd prefer other questions than just because they had been interesting." "He once had an awkward moment, just to be here didn't." "Seemed and other hard." Goldsmith's character drinks a bottle of Dos Equis from church and forefathers, presumably attending after his latest escape. "I don't always drink beer," he ruminates. "But when I do, I prefer Dos Equis."

The campaign has won awards and inspired a slew of imitations—including Dos Cherry, who did his Most Interesting Man impersonation on *Friday Night in Canada*. At the Dos Equis Facebook page, which has over 150,000 fans, people post favourite Dos ads, or invent their own. The character even hosts a Most Interesting Academy online, where devotees can learn everything from survival tips to sexual kingdom loss. "When I drink Dos Equis, I quite [the ad] from memory," says Martin Bannan, 24, a city's editor who lives in St. John's, Nfld. He and his friends are planning to post their own tribute video on YouTube. "Bannan's favourite line? 'He can speak French—in Russian'."

All this has translated into huge gains for Dos Equis at a time when most imports are struggling, says Dan Winkler, an analyst with Information Resources, Inc. Case: sales of imported beer in the U.S. shot down over four per cent the year compared to last, as beer drinkers turn to low-priced domestic options. Yet Dos Equis, a Mexican beer, is up almost 22 per cent, he notes. According to Statista, the

brand's Canadian marketing and sales agent, sales have risen (and tripled in the past year). Winkler attributes this in part to the highly successful ad campaign. "What Dos Equis has done in the current environment is nothing short of remarkable," Winkler says. "It's the brightest star in the [import] segment."

Even so, the campaign was seen in a risk. After all, these aren't your typical party on the dock, girls in bikini beer ads and Goldsmith is older than the target market. Men aged 21 to 34 might want to be the Coolest

THE CHARACTER: He plays it sophisticated—James Bond meets Ernest Hemingway



Man—or the One Who Gets the Girls—but would they want to be the Most Interesting? Comedy Williamson, chief creative officer of Euro RSCG New York, the agency behind the ads, believes the answer is yes. "When they get to the bar, they want to tell a better story about the life they lead," he says. The Goldsmith character, whom Williamson calls "James Bond meets Ernest Hemingway," is an aspirational figure. Winkler Bannan recently sent it that way: "Everyone wants to be the Most Interesting Man," he says.

But that wasn't the only problem. Goldsmith's character may be the only Gold-

smith in recent memory to admit he doesn't always consume his product—a real truth that marketers often miss appealing. (After all, would the Most Interesting Man in the World show up on TV? That "honesty" helped boost the brand's reputation, authenticity, says Karen Tillman, vice-president of Dos Equis at Heineken USA. "In the long run, that's how our consumers drink beer," she notes. "It resonated with them.")

If the campaign was a risk, though, it was a calculated one. Alan Moldstein, an assistant professor of marketing at York University's Schulich School of Business, believes Dos Equis had an opportunity: a large beer on sale in their market to growing markets including China, he explains, advertising in "such new markets" like Canada has gotten easy. As a little-known brand, Dos Equis had little to lose. Even the recession presented an opportunity of sorts, as imports tend to struggle in a down economy, and desperate times call for desperate measures.

Above all, the campaign was in a class, Middle East, and for young males, that's the appeal. Dos Equis ads are reminiscent of the "Chuck Norris Facts" that became an internet sensation ("Chuck Norris does not sleep. He waits.") or even the award-winning Burger King commercials featuring the mascot with a witty, derisive head. Matthew Thomson, an assistant professor at the University of Western Ontario's Richard Ivey School of Business, says casting Goldsmith was a stroke of brilliance. "He's an actor who thrived in the '60s," appearing in shows like *Magnus PI* and *Knight Rider*. The ads, then, can tap into an "all the other associations that using an '80s TV actor will bring."

And customers like Bannan can't get enough. Before seeing the ads, he had never heard of Dos Equis. Coen Light was his beer of choice. Now, "Dos Equis is all I drink," he says. "It's a really good beer." ■



HEROICS COULDN'T SAVE BANK TELLER'S JOB

Going beyond the call of duty didn't pay a \$14.95 Seattle Key Bank bank teller John Nicholson, who was fired after he ran after a caught-in-bank robber. After chasing the would-be thief a couple of blocks, Nicholson pinned him down until the police arrived. But because confrontation is against Key Bank's policy, he has since been fired. Still, the 30-year-old states by his actions "if I let him go he would rob more banks," he reads.

The best part of having experience is sharing it.



TD Waterhouse offers one-on-one investment advice so you can focus on what really matters.

We understand there is no greater investment than your family. That's why at TD Waterhouse, our dedicated advisors will work with you one-on-one to fully understand your needs and goals. With the help of a team of financial experts, your advisor will create an investment strategy that reflects your needs today, and your dreams tomorrow.



Waterhouse

Wealth of Experience

DISCOUNT BROKERAGE | FINANCIAL PLANNING | PRIVATE CLIENT SERVICES

1-888-688-6221 | www.tdwaterhouse.ca

TD Waterhouse supports the projects and services offered by TD Waterhouse Discount Brokerage, TD Waterhouse Personal Planning, and TD Waterhouse Private Investment Advisor, which are divisions of TD Waterhouse Securities Inc. (Member CIPF). TD Waterhouse Private Investment Services, TD Waterhouse Private Planning (advice services are offered by the Investment Advisor) and TD Waterhouse Private Trust Services (advice services are offered by The Canada Trust Company). TD Waterhouse is a subsidiary of the Bank of Montreal.

ECONOWATCH

A WEEKLY SCORECARD ON THE STATE OF THE ECONOMY IN NORTH AMERICA AND BEYOND



STEVE MACH

Ladies and gentlemen, the recession is over. Or at least it seems to be winding down. Unless it isn't. The past few weeks have been a little dizzying for those not accustomed to the mildly contradictory messages coming out of the world of economics.

What is a poor citizen supposed to do? Is there when Bank of Canada governor Mark Carney comes out and they say the recession is all but over, and then Finance Minister Jim Flaherty (shocked by a gauntlet of big-bank analysts) announces a day later to throw cold water on the idea "the recession over or what? As is so often the case in the world of economics, the answer is "yes and no."

Carney and Flaherty were speaking honestly and accurately about two separate but related realities. Carney was referring to the technical definition of a recession, and the news there is encouraging. All signs suggest that Canada's economy is growing again, and will likely grow faster toward the end of the year. Carney's prices have rebounded, housing has stabilized and job losses are slowing. That means that the pressure will soon be on Flaherty to acquiesce all the way, money pace, to keep inflationary pressures at bay.

Flaherty, on the other hand, is a politician, and he knows that his primary audience is not made up of Jay Street barbers, but ordinary folks. Last fall, he made some big mistakes: at first repeating the notion that Canada had anything to fear from the deepening economic crisis around the world, then insisting that the slowing world economy would drive the federal budget into deficit. Wrong on both counts. She's now learned that this worst mistake he can make is seeming out of touch, and telling Canadians that everything is fine when they are still scared and suffering.

In the weeks of Carney's vaguest assurances, many commentators doubted that the Great Recession was a deal that left Canada with little more than stripes and blue-jean. Yet, it could have been worse, and it was worse elsewhere. But before we get all smug, let's take a page from Flaherty's book and keep a couple of things in mind. The \$4.4 per cent economic contraction in the first three months of this year was the worst of worst: such downturns in the past 50 years. For the thousands of Canadians who lost jobs, lost retirement and college dreams, it was nothing to scoff at. Carney is right: brighter days are in sight. And Flaherty is too: while the disease may be receding, for many the pain will linger. ■

OVERDRAWN by Jason Logan

SOME ATTEMPTS AT RECOVERY



THE GOOD NEWS

One really hot July

Market mave, July wason fire. The Dow Jones Industrial Average dropped by 8.4 per cent in a month, its first monthly percentage gain since 1999. Here in Canada, the TSX surged four per cent, and the rally continued into August, with the TSX rising 11,000 earlier this week. Economists say the push was mainly based on positive indicators from the U.S.



Felling slower

Below the border, the big news was that while the GDP is still falling, it's starting to fall slower. It fell back by just one per cent in the second quarter, better than the 1.5 per cent decline expected. Here in Can-

ada, the story wasn't so good, as the GDP decline in May was larger than expected, at 0.5 per cent. The Conference Board of Canada predicts that Canadian GDP will tumble by a total of 2.7 per cent in 2009 (after inflation), but will rebound by 2.8 per cent in 2010.

Raise the house

U.S. house prices just registered their first real gain in three years. According to the latest data from the S&P Case-Shiller index,

prices were up 0.5 per cent in the three-month period ending in May, compared to the period ending in April. That's down 17 per cent from last year, but a good sign nonetheless.

THE BAD NEWS

Still a disaster

The cash for clunkers program has helped boost U.S. auto sales in July by 16 per cent, but as budget is exhausted, its fate uncertain. And it hasn't come close to ending the industry's pain. General Motors announced it will

be quickened easy Consumer spending again, but economists say it was purely the result of rising fuel and food prices. And with the cost of living continuing to rise, Americans still can't afford to spend freely.

What's the deal?

Capital spending among Canadian businesses down by 10 per cent compared to last year's levels. Canada's investment in plant and equipment is down by 15 per cent since 2007, according to Statistics Canada, with the biggest declines in the mining, oil and gas sector and the finance and insurance sectors.



Economists say this is particularly troubling, given the amount of government borrowing that's been aimed at boosting confidence and getting business investing again.

GRAPH OF THE WEEK

THE LARGEST BUSINESS DECLINE, EVER - How quickly has the largest loss in the economy since the 2007 peak? If current estimates hold in a few months the U.S. could see the first 12-month period over which S&P 500 earnings per share were negative.



SIGNS OF THE TIMES



► Struck in Germany, where prostitution is legal, have started to offer a variety of incentives to lure back business, which is off by as much as 30 per cent in the downtown. Some have advertised discounts to those who arrive by bicycle, while others have offered free massages for services. The prostitution hasn't gone over well with some politicians, who call them "victims of human dignity."

► Perhaps it's only fitting that a truly one-of-a-kind world company would still be attracting big money in the midst of a global recession. Virgin Galactic, a space tourism company, has just landed a \$100 million investment from Abu Dhabi's Abu Dhabi Investment, an umbrella of 12 per cent stake. The cash is a huge boost for Virgin's plans to send paying customers into space by 2011.

► A steep recession is no match for a sweet tooth. The once struggling candy and gum maker Cadbury PLC recently reported that sales went up by 15 per cent in its latest quarter, and its profit nearly tripled. The sale of its beverages business boosted margins, but the candy bar sales were a big driver—one of those small indulgences that people can still afford no matter how bad the economy gets.

► The U.S. Department of Justice says it will sue over half a million dollars next year by making double-sided documents—and it can use an additional 500,000 copies of documents instead of printing them out. It's all part of a government-wide effort to reduce costs, the newest cost-cutting opportunities, part of what the White House is calling the "100-million savings challenge."

LATEST INTELLIGENCE

The Canadian economy won't have that expected a May, but the Bank of Canada did recently issued the best news we've heard in a while: the recession is almost over. Many economists were quick to agree—but politicians were wary as they know high unemployment will persist for a while.

"We are on track for the recovery both in Canada and globally."
—Bank of Canada governor Mark Carney



"There are good signs that the economy has stabilized and that there are the beginnings of a recovery. I wouldn't put it any stronger than that."
—Finance Minister Jim Flaherty

"By many indicators, the current picture will likely mark the end of the Canadian recession."
—Alan Roussell, Senior Economist

"Don't break out the champagne yet."

—Bernie Croft, chief economist, RBC Global Asset Management

"All provinces will recover slowly over the next year. Saskatchewan, British Columbia, Alberta and Ontario are expected to post the strongest growth in 2010."
—Anne Christine Howard, associate director, Conference Board of Canada

"The so-called recovery at this point is extremely fragile. We're still in the middle of a major global economic crisis, the biggest economic crisis since the Second World War."
—Prime Minister Stephen Harper



"Even though the Canadian economic recovery is moving on, the monthly job losses are likely to continue, as businesses cancel their workforce further in the face of depressed demand (and their products)."
—Mikael Melbye, J.D. Associates economist

THE ECONOGAUGE

Our weekly estimate of the prevailing mood among investors and consumers



THE WEEK AHEAD

THURSDAY, AUGUST 6 - Statistics Canada will report the number of jobless Americans for June, as in May a modest uptick is expected.
FRIDAY, AUGUST 7 - The labour force survey for July will be released by Statistics Canada. Debate signs of economic recovery, analysts expect to see the unemployment rate rise again to 3.8 per cent.
TUESDAY, AUGUST 11 - The number of job openings in the U.S. in June will be reported. Little if any boost is expected.

SMARTENING UP

THE REACTION Presidents of seven smaller schools take aim at the big five

BY CATHER GRILLAS • When the president of Canada's "big five" universities discussed their ideas for how to improve our post-secondary system in the last issue of *Windsor's*, these were bound to be counterpoints made by leaders at the roughly 90 other schools in the country, especially the smaller ones.

After all, the big five—the universities of Montreal, Toronto, Alberta, British Columbia and McGill—say they want to focus on doing more world-class research as well as graduate education. Other schools, they suggest, could concentrate on teaching under-grad students. The big five believe it's time for Canadian universities to break free from the "one size fits all" mentality. Instead, they should consider adopting a "differentiated" model, where every university has a unique mission and structure. They're also worried that Canada is at risk of being perceived internationally as a second-rate academic destination. And the big five say the country needs to do a better job of translating academic innovation into commercial enterprise.

To understand what other university leaders think about these issues, *Windsor's* spoke with the presidents of seven smaller, medium-sized universities. In separate, widely ranging interviews, some shared concerns. Most said they agree that each university should fulfill its own unique mission and strive for excellence in its own field. But they don't think that the big five—or any of the universities—should become more research-intensive as the expense of other schools. David Johnston, president of the University of Waterloo, which is the world's largest work experience initiative, says that while Canada does need to stimulate higher-quality research given how cheaply it does an international ranking, an exclusive designation would be a good way to do so.

The big five, some presidents point out, already pay a disproportionate amount of research funding—combined, they get 40 per cent of the total. If Canada is to deal with the research product side of the bulk of which comes from the big five, they're obliged to funnel more money that way. "They had that opportunity to truly differentiate that they can make a difference,"

says Frederick Gilman, president of Lakehead University in Thunder Bay, Ont., which opened a medical school with Laurentian University in 2005.

While small schools may not have the breadth of research of the big five, many boast superior work in particular areas. The University of Lethbridge, which offers collaboration with the University of Alberta, excels in environmental engineering. Laurentian specializes in DNS geology, the University of Guelph is renowned for its bio-science and veterinary programs. Its president, Alexander Sam-

son, a research institution, it "could be neither devaluing for the professions," he says. What's more, presidents such as William Cosh of the University of British Columbia believe their research is central to the university experience. "Research empowers teaching. If you have teaching without research it's not sure you have anything beyond dissemination by college or high school environment."

Some of the presidents say they haven't had trouble attracting foreign professors to their schools, so they aren't fleeing about their international reputations like the big five. But Higgins, Johnston and Michael Stevenson, president of Simon Fraser University in Burnaby, B.C., believe that universities could be doing better. "It is absolutely true that Canada has been slipping in one of the new systems of international education in the



ARCHAEOLOGY class at Lakehead: Under-graduate students can do world-class research, too

market, adds that "universities serve a very important regional, economic purpose" and looking research in a few disciplines important to them, as opposed to being seen as a second-rate university by Ben Bondeson, president of the University of Ottawa Institute of Technology in Ottawa, Ont., which is less than a decade old.

There's also a concern that a two-tier university system could emerge, where research-intensive institutions are perceived to be better than primarily undergraduate schools. St. Thomas University in Peterborough is a prestigious liberal arts institution, and its president, Michael Higgins, worries that if faculty face less competitive or accomplished their peers

world," Stevenson says. Johnston concurs. "It is essential that we have some incentives or disincentives in the way that we can say we're better in the world than some others that can say we work in the top three or four."

The most critical challenge facing Canada's three-tiered system, says Johnston, is being the research universities developed as universities in the marketplace. That's why the University of Waterloo encourages co-op work for undergrads and has a new "creator zone" intellectual property policy that helps foster entrepreneurship.

The other thing that overseas eyes in is that this debate has only two legs. It

Outward Bound... in urban ravines?

The value-building adventure program retreats from the wild

BY TOM REINHEIMER • Launching deep

woods experiences from remote wilderness towns has been the core of Outward Bound Canada's (OBC) program for 40 years. But shifting demographics, tighter school budgets and things such as the cost of profit have led OBC to explore options that in the woods, programs don't have time for weeks of wilderness travel, and the \$900 to \$1,200 trips are pricey as well as hard to sustain. It's a change to Outward Bound. "We have the passion, the risk of becoming irrelevant over time for any organization," says Dave Walker, OBC's executive director. "If we stayed as a purely wilderness tripping organization, we wouldn't have survived."

In a new, Outward Bound is hiring the city. A new community centre and outdoor recreation in Toronto—OBC is launching a pilot for trips and a place where people can experience wilderness close to home in the city. There are plans to lead hikes through Toronto's forests, for example in Lake Ontario, and for community service on the city's beaches. There are also plans to build a second centre in Vancouver, but while OBC tries to reach out to all Canadians, its main mission has always been teaching youth leadership, leadership and life skills. OBC is also considering using training tools in the classroom. "The program shifts from bringing the students to Outward

Bound to Outward Bound bringing itself to the schools," says Walker.

Ottawa High School, started in 2002, is one of a handful of Canadian schools to partner with OBC, and the first to have full-time Outward Bound teacher. "My body can do outdoor education. We're looking for somebody that philosophically uses the outdoors as a vehicle to build resilience and teamwork and discipline and self-acceptance," says Cynthia Gieson, OBC's vice-president. "It's not just about going out and being environmentally aware and learning how to rock climb. That's just a vehicle we're using to build inner strength."

Outward Bound's partnership with OBC field instructors custom-tailored programs for students to every grade. Kids in Grade 7 go on hikes, and students in Grade 9 start. Senior students have longer trips, such as winter hiking through mountains. Expenses have gone as high as \$10,000 a year, but the school fees are \$10,000 a year, an unusual community event that includes speakers like Laurie Sturges, the first Canadian to climb Mount Everest. The rest of the costs are covered through government funding. Gladier says hundreds of students have had their

lives changed thanks to OBC. "They give them tools. They don't give them answers. So the kids have to figure it out," she says. "It's an unbelievable experience."

For its general clientele, Outward Bound has cut most trips from 10 days down to 12 or 21. It has created week-long and weekend programs in an attempt to cater to busy professionals. Once-week programs are offered throughout the year and are tailored toward specific groups like women and First Nations. And most importantly, says Walker, OBC has changed from a charity that essentially set its own agenda to a collaborative organization—working not only with schools but also universities, and partnering with Parks Canada and the Institute for Canadian Citizenship to launch the New Canadian Program.

These changes couldn't come soon enough. Over the past five years OBC has lost about \$800,000 per year, a 25 per cent dip in its revenue, and has closed base camps in Thunder Bay and Pemberton, B.C. And although Outward Bound held on to all of its 25 full-time staff and most of its contractors, there were some temporary layoffs and voluntary wage cutbacks. "We're starting to ask ourselves different kinds of questions," says Walker. "We've had to adjust our thinking about how big we need to be to deliver on our mission."

As the answer, according to Walker, is collaboration and integration. The company is starting to run up an income—primarily through lowering costs by sharing operations and resources with other organizations. Shutting down the two base camps will save \$150,000 a year, and launching trips closer to urban centres increases interest in corporate-wide training and team building. Partnering with Parks Canada allows the use of national park infrastructure for base camps, reducing further cost reductions. OBC is also getting some funding from its partnership with the Institute for Canadian Citizenship.

But despite all the change, Walker says the philosophy and core mission of OBC have stayed the same. "Outward Bound is about it's more than just a job, it's a life-changing experience," he says. "We're kind of rising to our own challenge of being an asparagus-like landscape. It's a very different way for Outward Bound to think about itself." ■



OUTWARD BOUND has lost millions of dollars, forcing it to shut down remote base camps



STUNTS AT SCHOOL STYMIED

Schools in southern India have been stymied by officials not to stage "high" martial arts demonstrations following a July 21 stunt that saw a student die in a motorcycle over a stretched hand of students. Other events included climbing a motorcycle on a plank that was laid on top of a girl. The stunts were stopped after a relative of a public government official protested on behalf of the children's safety.

PHOTOGRAPH BY TOM REINHEIMER



THE BEAR THAT WOULDN'T GO DOWN

There was a black bear named Fisher's killed near Colorado, so he grabbed his gun and fired two rounds of bullet and a rubber bullet on the animal charged. The 25-lb bear was left dazed, but still alive, as Fisher and his family ran outside. The police arrived. An officer shot the bear, but he wouldn't stop. It took another two hours from a rifle to finally kill the bear.

ONTARIO'S BIG WINDY GAMBLE

The province is betting on wind power, and critics are lining up

BY JONATHAN CATERHURK • You are forgiven if you somehow missed the celebrations, because June, George Soukhomov, Ontario's minister of energy and infrastructure, was named the 2009 winner of the World Wind Energy Award. The handsome player, handed out at the eighth World Wind Energy conference on Jeju Island in South Korea, hasn't yet been installed on his office wall, but the 41-year-old is busy making a bid to extend his reign as "Mr. Wind" (as he calls it) into 2010. Or perhaps, given the scale of pending government announcements, lack up the role for the rest of the century.

Ontario is already North America's third-largest jurisdiction for wind and other renewable energy projects, thanks to its recently predominate Green Energy Act, more stringent along approval, and the establishment of European-style 20-year fixed-price energy contracts (Power companies are now required to integrate all new green energy projects into their grids and pay producers \$15 cents per kilowatt hour for onshore wind farms, 19 cents/kWh for offshore wind, and up to \$20 cents/kWh for solar power, versus about six cents/kWh for both before mid-market energy). The province, which is committed to shutting down its coal-fired plants by 2014, will have 1,200 megawatts of wind power in operation by the end of the year, and there are 14 times as many "shovel ready" wind developments, totaling 1,261 MW, in the pipeline. The proliferation of giant turbines—50 on tall towers with 60 to 45 m blades—is steadily securing the 1,000-MW supply under the Ontario Power Author-

ity has said it eventually integrate into existing grid. But soon, there will be no more limits. Soukhomov is promoting a series of major power infrastructure investments in coming weeks that will not only make wind a much bigger piece of Ontario's energy mix, but open up vast new areas of the province to commercial wind development.

"The month of August is going to be a very, very busy month," he told Maclean's. "I haven't been summer-time in a while. People in the electrical sector are working their butt off." New north-south transmission lines that will allow power generated on the "relatively less populated" parts of Ontario to be directed to its demand-heavy southern reaches are part of the plan, the minister allows. It's a move he expects will open up the wind-rich shores of Lake Superior and the northern reaches of Lake Huron to renewable energy development. "We're going to send a message that Ontario is serious, and open for business," he says. "We don't want to see any sort of cap on green energy."

Wind power may currently only make up one per cent of Canada's energy supply—2,775 MW, enough to power over 800,000 homes—but it's undeniably becoming a big global business. Denmark gets 22 per cent of its power from turbines, Spain, 19 per cent. For many, almost none per cent. President Barack Obama's campaign pledge to spend \$150 billion over the next decade on renewable energy has set off a green frenzy south of the border—the American Wind Energy Association's Windpower 2009 conference in Chicago this past May attracted 21,000 delegates and close to 2,000 exhibitors—and the competition for investment and government subsidies is

MACLEAN'S government wants to open up vast new areas of the province to development



becoming cut-throat. [A \$200-million investment in wind in the U.S. will soon qualify for an investment tax credit with an federal tax rebate, a bonus that will be available to both domestic and foreign companies.]

In Canada, however, the green path has recently encountered some significant turbulence. A federal subsidy of one cent per kWh guaranteed—which in real terms means a new MW turbine currently earns a credit about \$60,000 a year from Ottawa—did not have its funding extended in the last budget, and will come to an end this fall. And all across the country, new wind farm developments are meeting with stiff resistance from local residents, concerned not just about the aesthetics of the giant turbines, but what opponents claim is a growing body of evidence of adverse health effects. Earlier this month, a packed community meeting in New Brunswick, N.B., site of a proposed 60-MW development, heard horror stories from residents of a small town in Miramichi, who claim the noise and shadows from 28 turbines near their community have deeply disrupted their days and nights. (Dr. Simon Perreault, a politician from upstream New York, has a book and a website denoting a condition he calls wind turbine syndrome, a cluster of symptoms including headaches, nausea, dizziness, and sleeplessness.) Two community consultations across Ontario in June were derailed by similar concerns. And an umbrella group, Wind Concerns Ontario (WCO), now counts 22 citizens' organizations from 21 different parts of the province, rallying not just around health issues, but concerns about wildlife, effects on local micro-climates, and associated transmission lines, towers, and substations (that it claims are "snoring against the fibres of rural Ontario").

Dr. Robert Macdonald, a former dean of medicine at the University of Western Ontario, who has become the unofficial spokesman for the group, says he started to become concerned about wind power when he saw a child being treated for a tumor on his arm while on a property in rural Prince Edward County (site of a half-dozen proposed wind farms, and a hub of protest). "When I first read about the side effects I thought that they didn't sound very convincing," he says. "But then I did my homework, and I became alarmed." Sleep deprivation appears to be the biggest issue. "A percentage of people get an episode by about one episode a night," says the physician. "They have trouble sleeping and with that comes stress and psychological distress." Last year, WCO and Macdonald's United Ontarians Living near Wind Farms (UOLWF) sent a survey about their health. A total of 300 people responded, with 64 adults and five children living near five different developments in the

DAVID CHAPMAN



OPponents say that the plan will end up tearing apart the rural fabric of Ontario.

ing adverse effects. Based on similar surveys conducted in Europe, McMurtry estimates that 75 per cent of people living within 2.5 km of turbines experience discomfort and/or daily lives, though anecdotal evidence, he thinks, to partly a serious epidemiological problem in the industry. "You can assume that all these people are sane," says McMurtry. "But many of these folks will tell you that they welcome wind turbines. They just want someone to turn them off at night, or more often further back."

In June, the Ontario government moved to do just that, issuing what it claims are North America's most stringent standards governing wind farms. Under the proposal, turbines will now have to be set back a minimum of 750 m from the nearest dwelling, with the distance increasing in accordance with the number of machines and the noise they produce. Turbines that collectively exceed a 106 decibel radius (at their base) will have to be 950 m from houses, and farms with more than 36 turbines will have to be back a 1.5 km setback. The government has also established a minimum 120 m buffer from shorelines and "natural heritage sites areas," and dictated that turbines must be at least three heights, plus their blade length, away from all roads and property lines.

It's move that has infuriated what might be described as "big wind." In a recent letter to Southwestern and John Gorman, the Ontario minister of the environment, the Canadian Wind Energy Association (CWEA) warns that the province risks undermining much of its green progress. Of the 185 "shovel ready" wind projects in the pipe since 2006—and fully 97 per cent of all proposed turbines—will be affected by the new rules. And 79 of the projects, representing 2,591 MW, will be "rendered immediately non-viable" or require a "back to the drawing

board redesign." Worse, the industry bails. "If you are going to establish a setback based on sound, it should be based on sound, not an arbitrary distance," says Sean Whithaker, vice-president of policy for CanWEA. "Ontario's already had some of the strictest guidelines in the world." And while Whithaker would not question the motivations of wind

ONE DOCTOR HAS IDENTIFIED AN ILLNESS CLASSIFIED AS 'WIND TURBINE SYNDROME'

opponents—"If somebody has a concern you have to take it seriously"—he does note the lack of "peer-reviewed" literature to back up the health complaints. "There are more than 50,000 wind turbines in operation around the world, some of them have been in place for over 30 years. And complaints about them are few and far between," says Whithaker.

Nevertheless, whose competence created the guideline? "Pursue Canada," berrans hints that his practice is being wronged for both the health and industry whining. "I totally understand that these areas' many people out there looking for more electricity infrastructure in their backyards," he says.

And if somebody has to go back to the drawing board and redesign some projects, "I apologize that that'll be inconvenient in some circumstances. But bigger setbacks are part of the Green Act." All part of a difficult balancing act that the province must concede if it is to do away with coal by 2014, cut 10 megatons of CO₂ emissions annually, and generally improve the health of all Ontarians. (Every year, the province's coal plants kill 600 people, while costing 1,600 emergency room visits and more than 100,000 missed days, says the Ontario Medical Association.)

But the windy debate—and the pending infrastructure announcements—might just be the kind of side-show the Ontario government needs to distract attention from even bigger problems with its energy system. Seventy-five per cent of an ageing power system must be replaced over the next two decades, and the cost of refurbishing and expanding its aging nuclear plants—the source of 51 per cent of the province's power—is spiralling. Plans for two new reactors at Darlington were put on hold last month after the lowest bid came in at \$26 billion, more than the power expansion budget for the next 20 years.

Byron Purchase, a former deputy minister of finance and energy in Ontario, now executive director of the Queen's University Institute for Energy and Environmental Policy, says Dalton McGuinty's government seems to be flying by the seat of its pants when it comes to energy. "This has all been driven by relatively simple political thinking and bad, bad, good," he says. A carbon tax, whatever the form, would have had the advantage of pricing the pollution cost of the market, rather than making wind the default winning technology—a position, given that it is neither particularly cost effective at the moment, nor efficient. (The amount of available wind power can change from minute to minute, depending on the breeze, which explains Ontario's decision to install "backup" natural gas-fired plants, which can be quickly be powered into service.) And at the cost of new transmission lines, grid upgrades and the government's mandated gas financial controls get bundled on electric bills, consumers will never know if wind was the way to go or not, says Purchase. "Soon it will be impossible to know what the truly cost efficient alternative actually will be." Given, but as a stop gap. ■



POWERING YOUR CAR WITH MOUNTAIN DEW
 So, you got it, it turns out, isn't just for teens playing video games. It can power your car too. After 25 years of work, New Mexico-based inventor Phil Steinberg has created the GREED fuel system, which mixes 100 per cent of triglyceride-based liquid with 20 per cent gas to help create fuel. It's been paid up on everything from cars to lawn mowers. Portable, easy, and creates no pollution. We preferred beer? Mountain Dew.

DEFENDING THE GRIT

Purists hate it, but what's a guttural outburst (or several) in a great tennis game?

BY JOHN IVINS • When Steve Williams stepped by The Late Show last month after winning a third Wimbledon title, the conversation, like many about tennis these days, turned to grunting rather than grand strokes. Williams joked that the grunts (playing golf and said Monica Seles, a 2001 first round loser, was his role model growing up). When David Letterman asked if her outbursts distracted opponents, she smiled. "I often wonder that."

Though he has never well with the sound, it's unlikely everyone at home was laughing. Grunting has become a divisive issue in tennis, especially in the women's game. Purists complain the guttural outbursts are unnecessary and annoying to opponents. Martina Navratilova recently called it "cheating," and said it should be outlawed.

The men's most sound may belong to the King: Captain Michael Chang, this month, but the issue isn't a new one. The legendary Jimmy Connors was grunting to victory long before Seles stepped the grunting on the scene. And when Martina Navratilova returned to 2012 Wimbledon as the world's top seed, she said to turn the volume down on Wimbledon. The debate rumbled a couple of months ago when the vice, sister made by Michelle Lachner de Tré at the French Open. Since after the 16-year-old's shocking match headlines the International Tennis Federation was said to be considering a rule to curtail grunting in the sport.

The issue often comes grunting as a mere sound of aching or an opponent's—it's just how they're always played. Some suggest it helps with the timing of shots. Others say it's a product of the modern game, which is, obvious to anyone who has seen Williams's fights, all about power. There's a more "explosive" view, compared with a couple of decades ago, says Martin Lammiman, Canada's Davis

Cup captain and one of the world's best. "Any sport that you need to load that sort of energy into a fraction of a second," he says, "you have to expect something to come out."

Some players are just louder than others. While Roger Federer, arguably the greatest player to ever lace up a pair of tennis shoes, is a silent warrior on the court, Rafael Nadal, currently No. 2, makes a lot more noise to get things done. That's nothing wrong with that, says Ross Foweraker, a sports psychologist with the U.S. Olympic Committee, who argues athletes shouldn't bottle their emotions. "The great athletes always express

about 70 miles an hour by grunting. In a radio interview last month, Dennis O'Connell, the author of the study and a professor of physical therapy at Marquette University in Wisconsin, said "grunting can serve a purpose: any time anyone is asked to do a maximal exertion."

Over big, emphatic, grunting critics, however, is that some purists grumble their heads to make the sound of the ball off the racket, used to gauge an opponent's return. Some grumblers, Canada's first Cup captain and a grunter during her pro days, also say it. "You'd have to have incredible timing," she says. She doubts coaches are training players on so use it as a psychological tool. "I don't know any coaches who say, 'Okay, scream every time you hit the ball to throw your opponent off.'" She adds it has more to do with breathing, a point echoed by Nick Bollella Jr., the coach of Andre Agassi, Sharmapova and Seles, whose teams blame for the rise of grunting. Bollella insists he teaches players how to breathe, not grunt.



SHARMAPOVA ON-COURT outbursts have been compared to a porno star.

That doesn't mean the power they're putting into each play," he says. "Retrieving that a winning game." When Seles said to turn the volume down on Wimbledon. The debate rumbled a couple of months ago when the vice, sister made by Michelle Lachner de Tré at the French Open. Since after the 16-year-old's shocking match headlines the International Tennis Federation was said to be considering a rule to curtail grunting in the sport.

And now comes scientific evidence that grunting improves performance. A recent study of U.S. college players found that those who don't typically grunt increased the speed of both serves and forehands by

seven and will often play. Laurenceau backs sympathy for players who can't handle the noise. "If you're on Centre Court, you have to be ready for dimensions—loud calls, grunting louder than the noise," he says. "An athlete is reacting about an opponent's grunting. They need to check their concentration skills." For spectators, he has a simple question: "Do fans prefer lesser performances and less grunting?" If so, then are always carping. ■



MATTRESS DOMINOS: A NEW WORLD RECORD?
 Factory employees at Mattress for Beds, a British bed retailer, just had a record-breaking day on the job. After 45 mattresses were shipped this factory, one person at each of 100 beds, all told, down in a massive chess dominoes. A winner of the short-lived game, a hit on YouTube, and now the workers are waiting to hear back from Guinness World Records. The stunt may be in the books as a new category-world's biggest game of mattresses dominoes.

THE 14-DAY \$59,000 WALKING TOUR

**On this Indochina
'Grand Journey' you
arrive at your first
hotel on an elephant**

by JOLIA MCNINCH • A Cambodian travel company, Butterfield & Robinson, and some other firms this year had surprised others in the travel industry. It introduced a two-week "Grand Journey" tour through Indonesia with the super-luxury price tag of \$12,000. Butterfield is famed between countries by private jet and then choose whether they want to walk or bicycle or do a mix of both. In January, the trip ended at and had a wait list. "Absolutely no noise, just the most expensive trip ever in our catalog," says trip planner Kirk Elbano from the company's headquarters in Toronto. "Travelers and to get themselves to Hong Kong and leave from Bangkok. This tour is included in the price." Guest on the guided tour arrive in their first hotel by elephant and stay in "luxurious" bungalows such as the Four Seasons and two Asian resorts.

Still, why so expensive for a trip that's mostly walking and biking? Stumptown Expeditions benefits charges the exact same price for a luxury "Around the World" tour on a private jet that departs from Washington and a three weeks long, not two. And its price includes getting clients from North America to Peru, then on to Easter Island, Samoa, Australia, Vietnam, India, Tanzania, Egypt and back to Washington again.

Ellyse explains the use and concept of Butterfield & Swire's new work/walk/cycling trip "In 2008, we did an itinerary in New Zealand, a trip we took to another land: a measure of the length of the trip [30 days], in terms of the quality of the hotels, and in a lot of the past trip, really [300,000] 90-100km. It would be great to bring into our portfolio more of that style of trip, really bringing the luxury level up a notch. While we were looking in doing something like that in Southeast Asia, we saw them scratching our heads thinking we're going to be in airports all the time! The best way to compare all four countries [Thailand, Laos, Vietnam and Cambodia] was realized, was to do it by private jet."

One little luxury of the private jet is the ability to avoid lining up at airports. "Typically, one of the Butterfield & Robinson guides gets off the jet with all of the passports, so travelers don't actually have to sit there and physically show the custom agents their passports." At the airport in Laos, "they



COULD IN 1992 get into get travel with 'active travel' like walking or cycling is a first.



actually allow us to put the bikes on the line now. So the plans lands. We're standing there with the bikes. The discounts walk off the job.

They get on their bikes and they take off. They select even direct the support."

Combining private jet travel with a walking tour is a first in the industry, says Ellmore. "There's no study yet that's looking at active travel by private jet," "active travel" meaning walking or cycling. "You will find other private jet companies but they're doing only so many nature tours. They're not getting off the jet with bikes walking on the tarmac. They're just getting off and having someone hand them a walking stick and then going off into the forest, which is what we're doing."

Carolyn Fox at Country Walkers in Verona almost laughs when she hears the price of the Indonesian Grand Journey. "That a party didn't die great! We have some insight that we are already appointed in terms of where you stay, but our philosophy is we want to represent the area. Fortunately, we have a host of Puglia (Italy). Seven nights, on days 34,795, that's your representative of the area. We want you to stay at a restored 18th century mansion (mansion farm), not some crazy overpriced hotel. And try to be experiencing another location and truly having an authentic experience."

At Inauguration Expeditions, Scott Levine is baffled that private jet pilots would want to walk or hike. "It's perfectly frank, they're at opposite ends of the travel arena. People who seem to like to focus on the walking would almost look down at the convenience of a private jet to get from one place to another."

Colgers lawyer John Turnbull signed up for 8 & it's sailing tour of New Zealand last year. "I would say it's worth what they're charging. Their guides do the whole trip by themselves the week before. They do every hike. They stay in every place. They connect with everyone so that nothing goes wrong. They know if the trail is muddy and what the conditions are. No other touring company does that and it's certainly expensive, in your own interest."

Last week, Butterfield & Robinson boosted the price of the Indochina Grand Journey from \$12,000 to \$13,800. If you're traveling solo, add another \$6,000 for the single supplement. *

JAPAN SMILE DETECTORS

In Japan's famed railway stations, workers can be new and fast between 30, in a bid to get to employees to put on a happy face. Tokyo's Eastern Express Railway Company has installed "humble detectors" in 13 of its busiest stations. To check their moods, workers flash their prints at a laptop equipped with software that detects the curve of a smile and rates it out of 100. Says one employee, "Smiling helps our interaction with the passengers."



SOLDIST Harrogate: Will we! and glass performing, more up to. What Does a Body Know?

NICE VOICE— FOR A GLOVE

This singing glove could also make medical music

It's both solo and duet

On stage, the inaugural performance appears as more of a variety piece than polished art. The gloves' voice can be rather crackly and, befitting their age, inexpressive.

before the first performance. And amid the haze of one final rehearsal, violinist Marguerite Wierzbicka warms up her solo. Her other voice.

Rather than pulling through the scales, she raises and lowers her gloved right hand in steps. As she does, each movement produces a vowel's sound from the computer the woman on her back. She spends a few minutes per-

Gloved and wired, Witvoet is preparing for the world's first entirely self-contained astronaut-suited dental operation.

The music opera *What Does a Body Know?* at Open Eye, an alternative music festival in Kärnten, Oct., has just may, include the official unveiling of the University of British Columbia's Visual/Voice project. The composer strapped to Whitworth's back transducers he movements of her two gloved hands into sounds. Shape the sounds together and intelligible words come out. Whitworth sings in her own voice. And her hands can talk.

The script calls for Winslet to begin singing in her own voice with the gloves still sliding. Then the gloves lead and Winslet follows. Finally, singer and gloves sing together in a pathos-laden, if somewhat, of a robotic *My Fair Lady*. Unfortunately,

Such is the risk when you're on the cutting edge of music and technology. "Someone you break every string on your viola," says Witvoet afterwards. "Besides, I was too late into the performance to stop and rebalance."

saving grace, since it was the premise for the entire concept, the audience had no way of knowing they'd actually missed the chance. In time, perhaps listeners will come to regret more from the shows they hear.

The technology to convert hand movements into sound is not particularly new. Sidney Fels, director of USC's Media and Graphics Interdisciplinary Center (MAGIC) and the technical brain behind Visual Voco (the project has more than \$200,000 in fi-

end findings), was one of the early pioneers. In the 1990s he created GloveTalk, a system that allowed a wired glove wearer to read Dr. Seuss books in reasonably intelligible form. Other researchers made similar breakthroughs with different systems.

"We are a gesturing people," Fels observes. "We use our hands or bodies to say lots of things, like pointing or shrugging. But with computers, the only gestures we learned use are keyboard strokes and a mouse. I don't see it as too far a leap to say we should be able to do much more with our hands."

Since that early enabling work, the path for glove-growth technology has branched in two distinct directions.

Speaking gloves have obvious, if limited applications for sign language and speech therapy. And they may find a place in hospitals as well. Recent trials have proven the efficacy of using gloves to call up and manage live onscreen medical cadavers during surgery in the style of Tom Cruise's futuristic thriller *Minority Report*. This marks an impressive over-riding technology, such as touch-screen, which circumvents problems of contamination.

The other source has explored alternative possibilities. Notably, Winemiles uses a simple form of hand-held gesture technology. Yet, however, is immersed in something more expressive. As MAGIC he assumed an artistic role of a composer, director and costume designer, plus performed such as Winemiles, and yet about creating a sense of drama opera performed via glove.

"[I picked] this [for this technology] because of its cultural significance," Reis says. "Innovations such as the telephone or the electric guitar have the power to transform our world. He branches out suggestions that creating new musical instruments is like inventing a dishwasher. Using systems for modified records, one looks for the day when items will not be glued to the bench for complex analogies.

In fact it's possible to forecast what gloves in everyone's future. Marcello Wanderley, professor of music technology at the Schiedel School of Music at McGill University in Montreal, figures the amazing amount of hand movements make gloves the perfect medium for controlling everything from apartment heating systems to high speed trains.

And while we wait for that day to arrive using gloves to sing seems perfectly sound and practical. "What's nice about music is that we are dealing with extremely skilled people making precise, accurate movements on very sensitive instruments," says Winkler. "Music is an ideal test bed for this technology. I think everyone would agree it's better to perfect it with musicians than to start off with surgeons learning long distance brain surgery." ■



THE BACK PAGES

- books**
Very angry
book owners
261
- fame**
Michael
Jackson's school
262
- bazaar**
The new
Black Beetle
263
- music**
The problem
with Wagner
264
- help**
Bedding kids
in pajamas
265
- steyn**
Immigration,
sex, concerns
266

Very angry
book owners

**The new
Black Knight**

The problem with Wagner

bedating kōdō
wa nishōshi

Immigration
www.immigration.gov

WHEN THE CARNIVÀLE CAME TO TOWN

For five weeks, the citizens of Ottawa are invited to step out of time BY JORDAN TIMM

at work In the evening, after Ottawa's office buildings have closed and its businesses have been

disperched back to their homes at the carnival opens. Stringing a base where bulbs spark to light and a Ferris wheel, built in 1917 by the Eli Sledge Company of Jacksonville, Ill., begins to spin. The wooden horses of a 1935 carousel start cawing, raring and falling. Delta blues music drifts from pipe organized speakers. Along the midway, rich and women in brocade and neckerchiefs and poor boy caps pull back the flaps of their crissy cotton tents and set out games of skill and chance.

At five o'clock on the nose, a bearded carriage barker in a suit and straw boater walks down to the carnival gates, where a small cluster of people has already gathered. He takes down the rope that bars their entry to the grounds and sweeps them inside with a wave of his cane. They peek and take pictures as they wander from the rides to the games to the regale show or the fortune teller's gazebo or wait for the next performance by the fire-breathers or the acrobats under the big top.

Wayne Van De Graaff sits in a chair in the doorway of the carnival's main gourmet trailer looking out over the Carmelo Luna Bazaar at Hig's Back Park and Ottawa's sunbathers. "There's an intoxication of sights and sounds and smells," says the Luna Bazaar founder and executive producer. "The normal societal barriers are suspended for a while, and you're able to see things that are both beautiful and

CARNIVALE Live Music in Ottawa (opposite), the Mighty Lowlows (above)



very dark. "Dill and bean, Van De Graaf was a dorian grey; naked into clean blue jeans. Every gene hung neatly in place. Surrounded by sword swallowers and stringbean armchairboaters. Depression era costume, he the odd one out. A year and a half ago, he was a center attraction, spending fortunes on resources and expatriate taxes. Now he's the boss of a hotel, breeding, vintage cars and he's hanging in there on the nation's capitol, voting as often as to take off their own watch and turn out of time.

Carnivale Lumé Blanc opened at the end of July for its second season, a five-week run in the city of Ottawa after last year's run on the old fairgrounds at the edge of the village of Kars, half an hour outside the city.

As a child, Van De Graaff was lucky enough to catch a glimpse of the real thing just before it disappeared completely. Born in 1958 in Salt Lake City, the child of an oil lobbyist and a schoolteacher, he spent summers helping out on his grandparents' sheep ranch in the Utah countryside, his grandparents would take him to the arena while it blew through town, and as the 1960s, a couple of the old adobe-style carnivals would roll on the road, mostly in the western states. "They had the train arrive and you felt like that you were inside a completely different place," he says. "We wouldn't say more than a couple of hours, but it was just such an overwhelming experience. I've always remembered that."

College degrees in business and accounting led to an M.B.A. at the University of Southern California and a job in Los Angeles.

with *Prisoners of the Castle* as he moved into management, through a fling in Chicago and New York, before being recruited by PepsiCo to handle commercial music projects for agents and employees. He met a Canadian woman studying in the U.S. to be an archaeologist and they married. Eventually they bought a farmhouse outside Ottawa and moved north, where Van De Graaff launched a boutique accounting practice. He was respectable, happy, and fulfilled in his career. *Business Days*, the television made by those early carnival musicians dismissed. When he would come across modest but carnival paraphernalia—unique juggling pins, old midway prizes, one of those balloons on the valve—he would pick them up for his collection.

Then, one evening three years ago, Van De Graaff sat on the sofa beside his wife and watched a DVD of the television series *Carnivàle*—about a traveling carnival with a twist in the world of the supernatural—something close to life made his heart.

He began working hard hours in his office, secretly compiling a list. "My wife was complaining that I wasn't spending a whole lot of time with the family. So I said, 'I don't know what you're looking for, because you're asking me to do it.' I remember being very nervous, coming to her cottage and saying, 'Jessica, I need you to sit down. If we finally figured out when I want to do the recording life.'"

Van De Graaff reached out to members of the circus and carnival communities, including National Circus School founder Jon Bob, Arthur, Jim Coulton, the son of the Cadden carnival family, and Johnny Mathis, a show-biz performer and carnival barker "proud to be served as historical consultant to *Carnivàle*."

"Wayne was not the first person who suggested that the set of *Carnivàle* might look something even to theme park," says Mathis. "But he seemed to be the most grounded in his concept. It came through quite early in our

first conversation that he was a practical person. The dichotomy is, he's a practical guy but he's also a dreamer. And in planning out a dream sometimes can be pretty scary. Wayne is not an extremely wealthy man, and he didn't really have a lot of funding to back it."

A business plan followed, and Van De Graaff

also began scouting vintage items and rides, finding colors and creating practical sets. When *Carnivàle* Lane Blue opened last summer outside Ottawa, the local papers traveled. People came, and came back, and came back again, some dressed in period costume, or like characters from the TV series. But then fall came and the whole thing packed up and vanished.

"There's something romantic, idyllic about the carnival," says Scott MacCallum, a veteran performer who runs the Carnival Theatre Fringe show and appears nightly at Lane Blue, a fringe-theatre mixer of *Lemony Snicket's* *Wicked* and *Double*. "Normally they sweep into town at night, set up overnight, and suddenly this beautiful little city is there in the morning, and then so quickly they leave. But they leave behind the magic of what takes place in carnival, this magical feeling that this was here only for our amusement."

Two weeks ago *Carnivàle* Lane Blue reappeared, inside the city limits at a site that Van De Graaff hopes will be more accessible to a walk-up crowd. He's talking to potential partners at Montreal and Hamilton about taking his show on the road next year, making it a real, traveling carnival. It's become a full-time job, requiring the mobilizing of his accounting practice. And while he considers any revenue as fortunate or as stable as his old career, he's happy. "Just wish people to come and shed out the outside world, and enjoy the present," he says. "Just to become interested with this gagagag—funny, that's all I need. And do that. And if someone gets a live up to an outrageous can lose themselves in the evening, and have an enjoyable memory of that evening for the rest of their lives, that's a success for me."

ON THE WEB: For more photos from *Carnivàle* Lane Blue go to www.carnivale.ca/lanebloor



'THEY SWEEP INTO TOWN AT NIGHT AND JUST AS QUICKLY LEAVE'



CARNIVALE CAST (above), performer (above) Richard (above)

because I could make a good thing, though as Mathis says, "At that time, Wayne was justifiably divided as to the merit and value aspects of the business, and what he wanted to do as opposed to the reality of what he could do." Nonetheless, he and his costume



PERFORMANCE OF THE WEEK

Katie Holmes has come a long way since playing the eye-eyed infant Jory Porter on teen series *Dawson's Creek* in a tribute to Judy Garland on the 100th anniversary of *So You Think You Can Dance*, which premiered the autumn with a smooth and sexy performance of *Queen's* "I Wanna Dance with Somebody." Holmes was dressed in little more than a hat and a black tatin tunic (jacket).

KATIE HOLMES

ON THE WEB: For more photos from *Carnivàle* Lane Blue go to www.carnivale.ca/lanebloor



YOU DON'T have to be an Orwellian conspiracy theorist to worry about online retailers' ability to shrivelly read how you've already paid for

You buy a book but don't own it?

Amazon's Kindle deletions sparked a host of questions over e-book rights and privacy

BY BRIAN KETNER • On July 17, when the online book retailer Amazon moved some e-books from its Kindle electronic reading device, the first media reports concentrated on the cheap-but delicious—fact that two of those disappeared titles were by George Orwell: *Animal Farm* and 1984. "Big Brother in the digital age" and "Orwell lives the memory hole" were typical headlines placed over brief, written-to-erase items about Amazon's embarrassment when it realized that it didn't have the legal right to sell those Kindle offerings. But it didn't take long for more profound implications to sink in, as for the angry backlash to explode.

Amazon hadn't merely stopped selling those books; it had nixed rights to its own Kindle, via the same "Whispernet" wireless network it had used to lead the readers with 1984 and moved pages the firm lawfully sold. While Amazon did refund the purchase price to its users, as most that are familiar with consumer complaints, equivalent to bookstore employees creeping into customer's homes at night, cutting their bookshelves and leaving a cheap book behind. And the law-abiding Kindle owner, the more astonished and angry the response. As Charles Sima, a Philadelphia professor, opined to the New York Times, "I never imagined that Amazon actually had the right, the authority or even the ability to delete something that I had already purchased."

Clearly smart, Amazon moved quickly to smooch the bleeding with a fulsome apology from company founder and CEO Jeff Bezos. "Our intention on the problem was rapid, thoughtful, and unapologetically of the world's principles," but his promise to never do it again mollified few. Previously the buzz about

sales, "was the last time you bought a book that came with a license." The agreement says Amazon may modify the software so it wishes and ban owners from tampering with its digital rights management, the protocols by which Amazon governs its relationship with publishers and authors. The Kindle's DRM software prevents books from copying or selling e-books to other buyers. In effect, as most like lifetime renters than outright owners. Your Kindle book dies with you.

But for privacy advocates, digital librarians and online book lovers, legislators pale beside the fact the technological cut as well and truly out of the bag. Amazon can reach into customers' Kindles and, for many observers, at a company it resembles well, in another act of electronic book burning, delete them at will.

He may change his mind, or Amazon's management or a judge in a libel case may order a fix—the more paranoid—security-conscious governments may demand it. And if the company can sneak away, it can go on, inserting what consumers do not want. Ponder points to two Amazon patent applications made public on July 27—"Uncovering Advertising in On-Demand Generated Content" and "On-Demand Generating E-Book Content with Advertising"—as evidence that ads are coming to e-books. 1984 will surely return to Kindle, once the ownership dust has settled, but this time around it may well be bought by you or a sponsor. Perhaps the Big Brother TV series. ■



FINALLY, A BOOK ABOUT... THE CULTURE OF CHEAP

In *Cheap* (Penguin), Ellen Spieker asks what our fixation on low price has to our over-consumption, puts us in debt, impacts the environment and ultimately leaves our standard of living hanging by a thread. Some are better told at "Half Price," our worst enemy list, she notes, while e-books may have become America's No. 1 fastest distribution, places where customers spend 50 percent more per visit than they do at regional malls.



"WHEN YOU go to Halloween parties, you know they're going to play Thriller. People love learning the routines so they can bust it out."

So you think you can moonwalk

Since the pop idol's death, there's been a big demand for Michael Jackson dance classes

BY LIAMNE GEORGE • Of course everyone's a fan now. But Tina Nicolowski, a choreographer and co-owner of City Dance Corps, a school in downtown Toronto, had already drilled out with Michael Jackson in concert at London's O2 Arena when she heard the news of his death. "It was one of my lifelong dreams to see him once before I die," she says. "His dance style has always influenced my choreography." In fact, the reason that put her professional dance company on the map was a sales version of Michael Jackson's *Smooth Criminal*. "When we performed it for the first time at the Canada's Dance Congress four years ago, we got a standing ovation and we started getting invitations to perform that routine at various other events. We're now performing at nine venues all over the world." After Jackson's death, Nicolowski wanted some way to pay tribute to her idol. So she came up with the idea for a series of Michael Jackson dance classes—one for students of all levels—beginning in mid-August. Already, it's full and a long waiting list of would-be toe-popping, cigarette-barring moonwalkers is forming.

"The great thing about a lot of Michael Jackson moves and choreography," she says, "is that they're actually pretty simple to do. Anybody can pretty much pick them up. We simplify a lot of the body movements, so we're not doing 100 per cent of what you see in the music videos. But a lot of it has to do with attitude." That isn't City Dance Corps' first foray into Jackson-themed classes; earlier, every October, the school offers a one-day Thriller workshop at time for Halloween. "Everyone loves it," she says. "When you go to Halloween parties, you know they're going to play Thriller. People love learning the rou-

tine so they can bust it out. Last year, it was so popular we held three different sessions." In New York, meanwhile, a group called NYC Thriller Dance is organizing a public memorial where hundreds will simultaneously execute the Thriller routine in Central Park on Aug. 30. Michael dance classes have signed up to teach it to groups in advance, and organizers call the amount of interest they've received "overwhelming." Undoubtedly, this renewed interest in being like MJ is nostalgia at work. But also, Jackson's death seems to have awakened an inner aggressiveness for the brow-beating, jaw-clenching jaw-throaters of his routines. As a tribute to Jackson, Stagnale O'Neal, the seven-foot-one Cleveland Cavaliers center, posted a video online in which he mimed his own recreation of the fourth video, recorded in a prison cell. In it, he faces off against Damon Jones, his former teammate, in a one-on-one hand-to-hand struggle, their left wrists tied together, while Miami Heat cheerleaders in black girds cheer them on.

The unofficial canon of the Jackson dance canon, however, is a London choreographer named Anthony King. His poppish Michael Jackson dance classes, which he teaches at Peninsula Dance Studios in Covent Garden, were endorsed by Jackson's official website in 2005. King was first exposed to Jackson in the '80s, at the height of his popularity, when

King's stepfather worked as one of the singer's personal dancers. "I was eight. From 1979 now," he says. "He [he's kind of been around our family all my life.] Ever since Jackson's death, he's been delighted with prospective students. There has been a big moon session and lots of emails and group every day. It's really crazy," he says. "But with a dance class, you only have four walls."

At Toronto's City Dance Corps, students will learn routines for a different MJ video each week—including Beat It, Smooth Criminal and *Thriller*. The *Thriller* (the one with the biggest theatrical dance) for next class, says Nicolowski, Jackson's routines are fun because they're character-driven. "They give you a role to play so you're not minding your own business," she says. In *Beat It*, you're a "big gangster looking for a fight." "Then you have Thriller," she says, "in which you're in kind of zombie coming to life. Then *Smooth Criminal*, where that's exactly what you are. There's a real in that one you have to do like you're in a dark club and you're giving some one sexual. If you can do that, you'll look right doing the moves."

In reality, not even Anthony King (whose site says "How To Moonwalk" videos available only online) can properly replicate Jackson's style. "It always says it's on the execution of his dance steps," says King. "He has a unique way of executing. Very sharp, very straight, very precise." Very much not the sort of thing you learn in 90 minutes. ■

LINDSAY LOHAN



It's one thing to show up at your girlfriend's house at 3 a.m.—and then two hours later for her to come home. It's another thing entirely to do the same while the paparazzi are watching. But that's just what Lindsay Lohan did recently, when she tearfully confessed to an alleged affair with a *Mean Girls* star. Lohan, who's a *Mean Girls* star, hysterically demanding "Where were you? Where were you? Where were you?"



MUCH DISCUSSION of the new black Barbie hinges on hair; focus groups pushed the designer to consider authentic Afro curls

There's a new black Barbie in town

Call it the Michelle Obama effect, but Mattel's 'authentic' new line is flying off the shelves

BY KATIE ENGELHART • It took Mattel some time to get it right. The belatedly behind the Barbie brand made a first black doll in 1967. "Colored Fantasy," a version of Barbie's white cousin that did not sell well and was soon discontinued. A black friend, "Cherie," was introduced a few years later, but it was not until 1980 that a black Barbie—neither a friend or a relative, but a Barbie in her own right—was born. Mattel has since produced a steady stream of the dolls, including reissues like 1997's Afro Fun Barbie, the first of a partnership with Nubia, another widely named after a star for African Americans. The question of how "black" these Barbies really were has remained controversial. Early critics charged the black Barbies were simply "darker-skinned versions of stereotypical white American beauty," while *Guinness* lists them as "black dolls." "Real Thin Skin" drew fire for promoting racial stereotypes.

This time around, Mattel wanted to make it right. Only this time it's not a Barbie. It's a new line of black dolls, which launched in the U.S. this summer, and spent more weeks, larger lifts, only hair and a change of thin raes. Barbie blog guru LeanneHarris.com's AfroBabe bloggers in July's *Niger Hair* issue threw in their own words. And now are scrambling to buy them up. "We don't usually bring in playline Barbies," says Margaret Mason, owner of Manicures, One's My Precious Dolls, which specializes in high-end collector models. But "this one's really unique."

Mattel chose 2009 as "the year for African American dolls." It's not just Barbie; Disney will introduce its first black princess, Tiana, in November's *The Princess and the Frog*.

with doll. Cherie Jones, author of *Slaying The Doubly Cross of Black Women in America*, thinks she knows why. "Michelle Obama's ascension has radically changed the idea of what is beautiful," she explains. The fashion industry is chasing the fascinate every move, and models like Lya Keating are simply having Michelle "out there" (no beard or beard) for black models.

Mattel says the So In Style dolls are flying off the shelves—more than 100,000 sold since drop 21 per cent in the last quarter of 2008. Sherry McElroy, the black designer behind the dolls, says that's because Mattel put months of aggressive market research into the collection. She says the line was created to represent, at last, a line of black dolls that is culturally "inclusive."

But Barbie has been a "realistic" feature and also since the '80s. "Why? So why the line about Barbie's newest 'BFF'?" A lot hinges on hair. "Hair is to black women what weight is to white women," Cherie Jones explains. "Meaning that it is an aspect of our identity that is fraught with all kinds of emotions and memories and anxieties." Jones says there is pressure these days on black women to conform to a Eurocentric beauty ideal—straight hair and all. The politics of black hair pop up in places like *The View* Barbie Show's "Hair Revolution," especially after a new infamous

incident in 2007 in which a *Glamour* editor dismissed natural African American hair styles as "political" statements that had no place in the corporate world.

Much talk about So In Style centers on "fun and family." Trichele's curly mop and little Kiana's Afro puff. Black Barbies have had short, curly hair before; Kenyan Barbie, for instance, sports a headscarf that some have dubbed "Afro-uff." But more produced play line dolls traditionally have long, ornate bobs. In fact, McElroy says that when she first designed her dolls, they had straight hair. But in Georgetown, a high-power focus group, which included the wives of Mike Johnson and Daniel Washington, pushed her to consider more authentic curls.

Sell, when it really was, perhaps, in the way that dolls have been treated. When Mattel introduced its first line of "go ethnic" in 1996, explains Ann DuCille, an academic and author of *Black Girls*, which explores black Barbie's development, the goal was to target black adolescents. But in 2009, the So In Style dolls haven't been branded as black dolls for black girls. They're simply fashion icons who happen to be African American. Of course, not everyone is convinced that the new dolls amount to much of a change. DuCille—who dismissed the first black Barbie the same way as "an exotic African fantasia"—says she would be more impressed if Mattel, instead of focusing on Barbie's skin, had focused on a more pressing problem: her size. ■

WHAT THEY GOT FOR IT: DILLINGER'S PISTOL



A pistol belonging to the infamous 1930s gangster John Dillinger went for \$599,600 at an auction last week. The Remington-Union City gun was reportedly found in one of Dillinger's socks when he was arrested in 1934 in Arizona after robbing a series of banks. The pistol was later handed over to a probation officer who kept it until 1968. Four months after escaping from jail, Dillinger was shot dead by FBI agents in Chicago, at the age of 31.

Elliot Lake Retirement Living Where Life Abounds Here!



Apartments from \$500/month
Townhouses from \$2,700/month
Homes from \$150,000

To book a viewing tour or for
an information package call

1-888-463-6532
www.elliottlake.ca

You can help CHANGE this statistic

Every 3 seconds
a child under 5 dies
because they lack
simple necessities
and medicines,
adequate food and
clean water



Pledge

beasponsornow.ca

About a \$1 a day can make
a difference to a child

Reach 2.5
million readers
every week.

To advertise in Maclean's
call 416-961-7333 or
advertising@maclean.ca

MACLEAN'S

MAC*CLICK.

Maclean's online customer service is
online, fast and available 24/7.
It's all in Storyline, Maclean's free weekly
e-newsletter when you sign up online

- Subscribe or renew
- Pay your bill
- Check account status
- Convert to a digital subscription
- Change mailing address
- Order gift subscriptions
- Purchase back issues
- Read Privacy Policy
- Join Advisory Panel

www.macleans.ca/service



MACLEAN'S

ROGERS

feature



STONEDWYK A fashionably dressed leather armchair. Menzies offered, a serious Ignatieff settled in with a cup of chamomile tea...

Yes, the peerless ruminator is back

There was that thought famine in the spring,
but gather 'round, folks, Iggy's thinking again



SCOTT
FESCIK

I named Stephen Harper. I named him I said to the Prime Minister, "Given the cost to public money and your time—you need to construct a winter weather machine capable of finding off the ice, and you need to do it now! As God is my witness, sir, you give Michael Ignatieff one year, otherwise and that man is going to sit at home and think thought—THOUGHTS THAT WILL BLOW YOUR MIND!"

Did the PM heed my advice? He did not. Sure, I Harper dragged out of sight, for long that I named entirely plausible he was successfully manufacturing a mighty (and implausible) rain (or, falling that, forcing Mike Duffy to live into the sky truly hard)—but so. The rains came and Harper did nothing.

Soon the Prime Minister will pay the price for his unwillingness to permit the will of Maclean's. Now month, Michael Ignatieff will return to Parliament Hill. He will return with vigor. He will return with purpose.

He will return, my fellow Canadians with daughter.

Even before the crashdown, Michael Ignatieff was a pretty sharp fellow. Harvard professor. Respected intellectual. Author of several great books and also his best book. But let's say that that's not around the house and try to think thoughts and let's face it, he's going to succeed. He's going to think

some thoughts, and he's going to think them hard. Add to some more and, boom, thought rain!

Now don't get the wrong idea: to think thoughts, Michael Ignatieff doesn't need for it to be rainy. He wouldn't be much of a thinker if his thoughts were done to produce rain. Take my word for it—Ignatieff is fully capable of thinking on the sunbath, too. It just takes a little longer, and most of the thoughts end up involving people.

But there are limits. A warm, dry spring followed upon the Liberal leader one of the worst "thought droughts" into the one-sided by the writing staff of Maclean from the second episode of the sales until which every episode then're on when you're reading this.

To his credit, Ignatieff had this will for a while. He forced his face into penitent expression that gave the illusion of deep thinking. (This put two to two to two on the sphere, one of which—while seeing at once the usual angle—because dissonant, resulting in Ignatieff briefly spurring a monologue.) But evidence of the Liberal leader's thought famine could ultimately not be concealed.

First, Ignatieff abruptly began sounding like his predecessor. This government is terrible, it is terrible, it is an abomination to God Himself—and we are really going to do something about it, eventually, somewhere down the road, maybe next year-ish. But for now we're good.

Thirty-two, Ignatieff's thinking shortage led him to push Canada to the brink of an election. He'd decided that the Harper government take real action on four key issues. The Harper government took like action on one key issue. (Stonewall, his own way of the, the house of his brain mending. Elio-

opation 1981 or Madonna's arms into these recent photos of her—coming out of the pen, Ignatieff proclaimed victory.

The one Ignatieff turned away. What had become of that Ignatieff—the who was such a peerless ruminator in the fog? He who was so mentally dissonant in the fog? What had become of the man who had once succeeded in thinking a thought while underwater? (They're still talking about that one down at Menlo.)

When all seemed lost, what came the news of July and August—and what was stretched and lost, became both and dense. Time to go a thinker!

I invite you to picture the scene. Staring way. A fashionably dressed leather armchair. Appointed, but part of the first step of deep thinking. Menzies offered, a serious Michael Ignatieff settled in with a cup of chamomile tea, a calligraphy pen and his thought journal. His water down the drain. And all is silent, save for the steady yet pet of rain on the roof.

Michael Ignatieff starts thinking. More often than not, the thinking leads to thoughts. Small thoughts at first—obvious thoughts, such as "Iggy = Urduvuv!" Stupidly, half-baked thoughts give way to thoughts half-formed, small thoughts to big thoughts, big thoughts to big thoughts. As of press time, sources my few of Michael Ignatieff's ruminator thoughts have been confirmed to be "outside the box." Two more are putting an envelope around the room.

Edwards, the Liberal leader closes his eyes. He has thought more thoughts, though the count is unconfirmed. A final thought before sleep, now I'll show them—now I'll show them all. ■

ON THE WEB: Scott Fescivick on the famous wet hot blog: scottfescivick.ca/ScottFescivick

movies
couch potato
at the club till dawn, no work to do
like a rockstar, being my own boss, cinema
first row at the concert
playing with the band
parties
my friends, spending time with friends
made dinners, dating, late night out
ing ice hockey with the dude
game marathon, fast forward
friends for dinner
for breakfast
ring the phone,
friends, watching
karaoke, soccer
for clothes



Goodbye weekend. Hello smooth skin.

Since many men prefer not to shave over the weekend, Monday morning often starts with irritated skin. The new Braun Series 3 has triple action shaver heads to cut those longer hairs as easily as the shorter ones and help minimize skin irritation, so the week starts smoothly. braun.com

New Series 3

BRAUN